

APRIL, 1916

ELECTRICAL-MERCHANDISE AND SELLING ELECTRICITY

Published by THE RAE COMPANY

17 Madison Avenue, New York, N. Y.

In This Issue Will Be Found
Several Articles on

SELLING ELECTRIC RANGES

"How Boston Is Building Its Cooking Load"

"The Woman's Appliance from the Woman's Angle"

"Range Business as the Manufacturer Sees It"

"Whoop-It-Up Methods a Mistake"

And Many Other Items on Electric Cooking

ALSO

¶ The story of how a leading contractor and central station worked together on a campaign that sold 983 irons in five weeks.

¶ How six salesmen secured 8,300 house wiring contracts in two years.

¶ How six central station salesmen sold six and two-thirds appliances each per day for three weeks.

¶ How a central station increased its rates and its good will at the same time.

WITHOUT DOUBT THIS IS THE BEST ISSUE OF ELECTRICAL
MERCHANDISE EVER PUBLISHED. THE NEXT ISSUE—
N. E. L. A. CONVENTION ISSUE—WILL BE BETTER STILL.



Guaranteed by the Name

What It Means

IN the manufacture of an incandescent lamp the most important variable factor affecting the quality of the finished product is the skill of the operative.

After operatives become capable of doing the kind of work that produces lamps of standard quality, it takes constant and tireless effort to maintain individual efficiency so that the quality of the work is uniformly good.

In these facts will be found the reason for Westinghouse Mazda Lamp Superiority and what it has

represented over a period of thirty-five years.

The watchword of our manufacturing organization is *Superior Quality*. We are proud of the name "Westinghouse." We say "Guaranteed by the Name," and those who produce Westinghouse Mazda Lamps never forget that they are responsible for that guarantee of quality.

To us the words "Guaranteed by the Name" mean *quality first*. To you they mean satisfaction and absolute dependability.

Westinghouse Lamp Company

Atlanta
Baltimore
Boston
Buffalo
Butte
Chicago

*Westinghouse Lamp Corporation.

Cincinnati
Cleveland
Columbus
*Dallas
Denver
Detroit

Kansas City
Los Angeles
Milwaukee
New Orleans
New York
Philadelphia

Pittsburgh
Portland
St. Louis
Salt Lake City
San Francisco
Seattle
Syracuse

Export Sales Dept., 165 Broadway, N. Y. C.

For Canada—Canadian Westinghouse Co., Ltd., Hamilton, Ont.

Member Society for Electrical Development.

"DO IT ELECTRICALLY."

Tap In On This Helpful Service

HAVE you had our Campaign Service Bureau submit house-wiring campaign plans and suggestions for your spring campaign? Scarcely a mail arrives that does not contain requests from Central Stations and Electrical Contractors everywhere for similar recommendations.

Naturally this department is quite busy as a result—yet not to the extent of being unable to concentrate on your problems. Then why not submit them and ask for a good workable solution?

As a distributor of National MAZDA lamps you are entitled to all the best we have to offer in this direction—also window display material, theatre lantern

slides, mailing folders and booklets, newspaper cuts and copy, etc.

Write today for this service to the Lamp Division that furnishes you lamps.



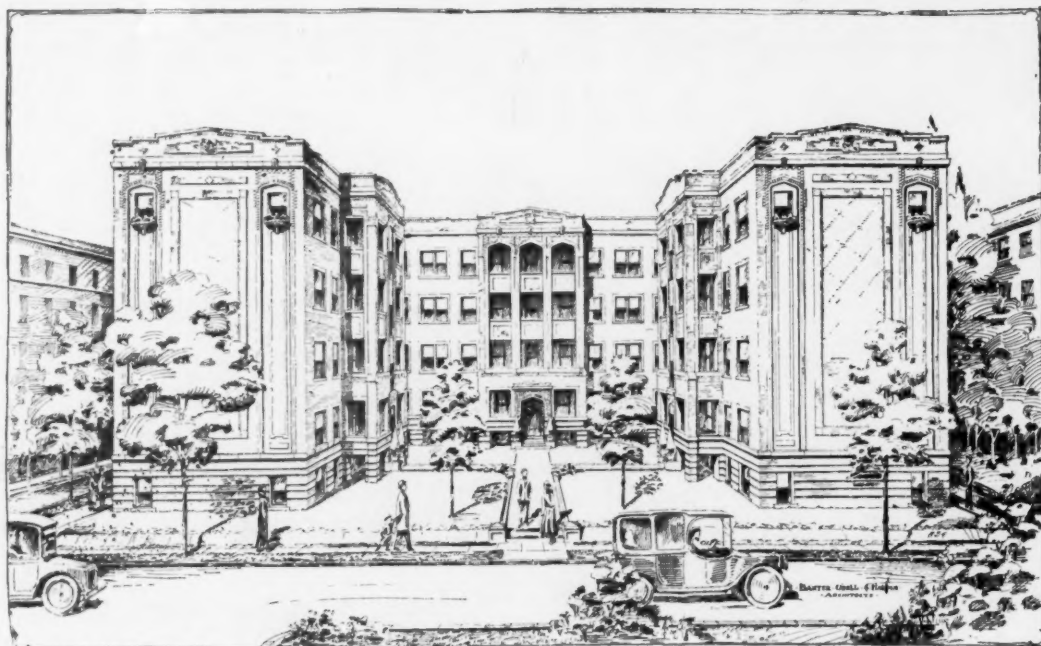
Nela Park,

Cleveland

Member Society for Electrical Development—"Do it Electrically"



Detroit's First All-Electric Apartment House is Equipped With "Standard" Ranges. **WHY?**



The Story of Customer Satisfaction

Mrs. F. J. Ellsworth lived for a year at the Carlton Apartments, Buffalo, where she did all her cooking on a "Standard" Electric Range. There are 95 "Standards" in the Carlton.

A few weeks ago, when Mrs. Ellsworth decided to move to Detroit, she wrote us asking what apartments in the

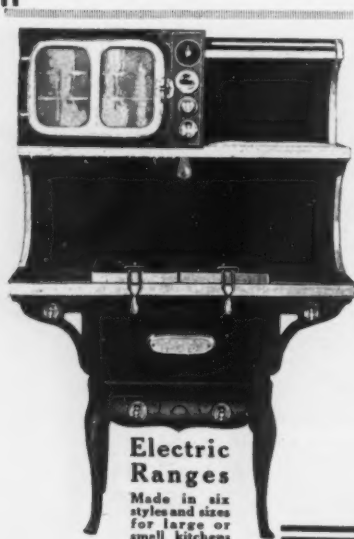
City of the Straights were equipped with "Standards."

She said she wanted to continue using a "Standard" Range. She had found the "Standard" economical, safe, satisfactory. She wouldn't use gas. She didn't want to use any other electric range. She wanted a "Standard."

As result of this unsolicited testimonial, the Boulevard Court Apartments on West Grand Boulevard, Detroit, are now being equipped with "Standards." The owner of this fine, new building decided that if a woman who had used a "Standard" for a year was so well satisfied that she would move into none but a "Standard-ized" apartment, he would make no mistake in adopting that make.

There is a hint here for central stations. The electric range for you to sell is the one that **satisfies** your customers. That stove is the "Standard."

Write for our proposition.



The Standard
Electric Stove Co.
TOLEDO, OHIO

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

Vol. XV. No. 4

Edited by FRANK B. RAE, Jr.

\$1.00 a Year

How Boston Is Building Its Cooking Load

A Favorable Rate, Broad-Gage Advertising and Aggressive Selling Combine to Develop Edison Company Range Business

A RATE that is estimated as equivalent to 90-cent gas is the basis of the range campaign of the Edison Electric Illuminating Company of Boston. This rate, which has been in effect throughout the forty-two cities and towns served by the company since October 1, is 10 cents per kwh. for the first 10 kwhs. and 2 cents per kwh. for the remainder of the monthly use. It requires a separate circuit and meter, and on the meter there is a minimum charge of \$9 per year, divided monthly in proportion to the use if the current consumption does not equal that amount. Naturally, the minimum is rarely invoked where the customer has an electric range.

The gas competition in Boston and a number of the surrounding towns is very keen, the Boston Consolidated Gas Company being aggressive and having a rate of 80 cents per 1000 cu. ft. In other towns, however, the gas rate runs higher, in one instance reaching \$1.85 per 1000. In several towns of considerable size there is no gas at all.

Ever since the new rate went into effect the Boston Edison Company has been advertising and soliciting range business. The various manufacturers have been encouraged to enter the field both independently and in co-operation with the company. Some fifty styles of electric ranges produced by sixteen different manufacturers are being sold at present, some being priced as low as \$20. The company has not endorsed every manufacturer's product. The local city department is very strict in its interpretation of the rules which govern electric installations and equipment, and the company very naturally is conservative in its attitude. On this account it has re-

stricted its own sales somewhat, but does not hesitate to advertise the fact that there is a wide variety of electric stoves and ranges available from which the public can make its choice.

THE greater part of the sales effort in Boston has been directed against the real estate men. Builders of apartment houses and high class dwellings have been quick to appreciate the advantages of electric cooking equipment in the new and better class districts, and in some

cases they seem willing to go further than the lighting company advises.

For example, one man insisted upon installing electric water heaters instead of the usual gas heaters. It was pointed out to him that the cost of water heating by electricity is excessive as compared with gas, but he replied that this fact was an advantage from his standpoint as it would determine the class of purchasers of his houses. The group of dwellings in which this equipment was installed consisted of eight single houses



COLONNA APARTMENTS
230 Walnut St. - - - Newtonville

The 24 Suites in this new High-Class Apartment Building are completely equipped with Edison Service, including

24 ELECTRIC RANGES

Three to Six-Room Suites at from \$37.50 to \$65.
Apply at 227 Walnut St.

The Edison Electric Illuminating Company of Boston

This Style of Advertising Has Proven Very Popular With Boston Real Estate Operators. Most of the Ad Refers to the Apartments. The Copy Is Not Filled With Arguments in Favor of Electric Cooking.

and four two-family houses, making an installation of sixteen ranges and water heaters.

In another case, a real estate promoter remodeled an old hotel, making it into small apartments. The only possible solution of the cooking problem was the use of electric ranges, without which the remodeling would have been impossible because the small space available in the tiny kitchens would not have accommodated anything else. This real estate man actually used the electric range as the basis of a very considerable investment, thus proving two things—that he believed absolutely in the electric cooking equipment and in the Edison Company's assurances of its practicability; and that he had more faith in the proposition than 50 per cent of the central station men in this country.

This keen willingness to quickly take advantage of electric cooking, which has only been available in Boston in any really practical way since last October, is one of the most astonishing features of the campaign. Right now, a real estate operator is having plans drawn for an apartment building in which the

ELECTRIC COOKING NOW A Practical Every-Day Reality

(Call at Your Nearest "Edison Light" Store and See)



Cooking by the Clock

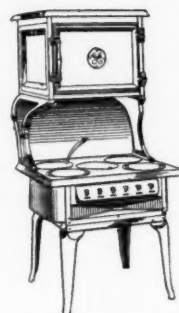
TERMS—Easy Payments if desired to suit, in general, the convenience of the customer—and no interest charges. The low introduction prices make Buying Now Most Important. The cost of any necessary wiring will be included in the Easy Payment plan.

A Characteristic Boston Ad, Conservative but Positive in Its Statements.

A T LAST—the cleanliness, the convenience, the cool comfort of doing the whole day's cooking by electricity! The **ELECTRIC RANGE** is so simple, so easily handled, and so thoroughly practical that electric cooking for every meal will soon become universal.

The simple touch of a button secures instantly just the heat you want, whenever you want it; and the degree of heat you turn on is always the same without variation. Guess work is abolished.

Cooking by electricity is here to stay! It is the Twentieth Century way. Come in and see these new ranges. Learn how you can save yourself time and labor. Many models and a wide range of prices give you a choice which will fit both the needs of your household and the size of your kitchen.



Another of the Many Styles

electric kitchenettes will be nothing more than closets. The small electric ranges will be fastened to the inside of closet doors, so that when the door is opened

the range is available for use. This arrangement, very much like some of the built-in beds now installed in small two- and three-room apartments, is the "last word" in the application of electricity to modern apartment house construction. It is not remarkable that such applications should be developed, but it is significant that the plan should be evolved and applied by the real estate men almost entirely independent of any sales effort.

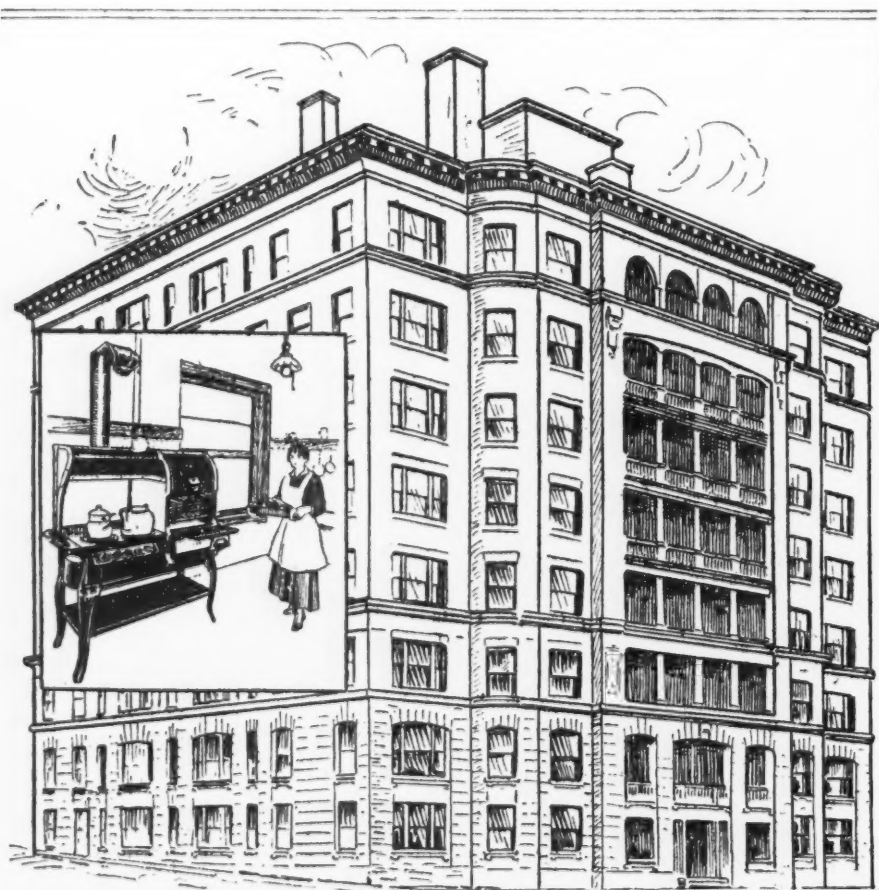
Yet it must not be thought that electric cooking is an entirely new thing in Boston. Something like 200 Simplex ranges alone have been installed in the past, and at least one very notable club installation exists there—that in the Engineers' Club, where something above 6000 meals a month are now being electrically cooked with equipment which has been in service over two years.

The Edison Company is making good use of this fact that electricity for cooking has long been successful in its territory. The announcement of the New Beacon Apartment installation, for example, was tied in with the information that fifteen truckloads of electric ranges are already on Edison service.

Good use also has been made of testimonial letters from those who have cooked electrically for some length of time. These letters are published in the small town papers surrounding Boston, and in each case the signers are people more or less prominent locally.

One feature of the advertising that has had a strong effect upon real estate men is the publication of pictures of apartment buildings equipped with electric ranges. These ads appear generally upon the real estate pages of the papers, which are always carefully read by real estate men. Effective examples are reproduced herewith.

The circular letters used in Boston also are well worth study. Even under the old rates these resulted in gratifying



THE NEWHALL APARTMENTS, 1101 BEACON STREET, BROOKLINE

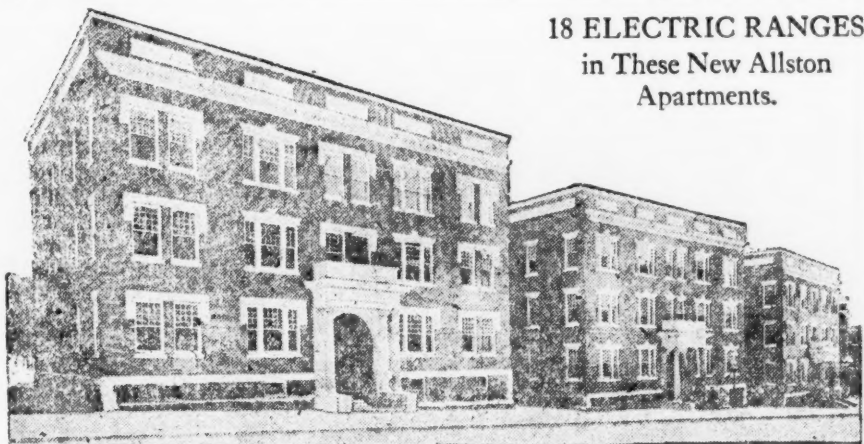
Here you will find every modern appointment necessary to your comfort and convenience. Each suite contains 9 rooms, 4 baths, a sun parlor and an ALL ELECTRIC KITCHEN.

OUR NEW RATE FOR ELECTRIC COOKING MAKES THIS THE CHEAPEST WAY OF LIVING

Fifty Styles of Ranges by Sixteen Manufacturers at Prices From \$20 Up.

Sixteen Stores. THE EDISON ELECTRIC ILLUMINATING COMPANY OF BOSTON. Oxford 3300

This Ad Will Bear Careful Study. It Tells the Whole Story in Few Words Without Exaggeration or Bombast.



18 ELECTRIC RANGES
in These New Allston
Apartments.

Complete Electric Housekeeping Comfort is provided in these 18 New Apartments. Each kitchen has its Electric Range.

9-15-21 Park Vale Ave., Allston.

W. J. McDONALD, 95 Milk St., Agent

THE EDISON ELECTRIC ILLUMINATING COMPANY OF BOSTON



Another Good Example of the Kind of Ad That Wins the Real Estate Man and the Public at the Same Time.

sales. Several of them are given herewith:

* * * *

Dear Sir:

The electric range for doing all of your cooking and baking is to-day entirely practical and economical.

It cooks perfectly, without guesswork or inconvenience. No fuel, no ashes, no flame; just a turn of the switch in a cool room. It conserves the nutritious elements of meats, vegetables and pastry as can be done in no other oven.

We have made a special arrangement by which you can get one of the best ranges of the Simplex Electric Heating Company at exceptionally liberal terms, with ten months in which to pay for it.

You must be interested in electric cooking. Let us hear from you on the enclosed card. It costs nothing to know. Write, telephone, or call.

Yours very truly,

W. G. STETSON,
Supt. Appliance Department.

Dear Sir:

The electric range is not a conjurer's box!

It is a cook stove—modern!

To-day efficient housekeepers plan to save work, and unnecessary steps are the hardest part of work.

The electric cook stove is fitted with every needful utensil for getting a meal—and they are all right at hand like the articles on a lady's dressing table without taking two steps.

Then the food is so much better cooked,

looks so much better, and tastes so much better than you ever had it before. You don't believe this, but if you will let us, we will prove it.

We are making a special offer of modern electric cook stoves, not a fireless cooker, but a real range for \$6 down and \$6 per month for ten months.

Let us tell you more about it on the enclosed card. No trouble or expense to you.

Very truly yours,

W. G. STETSON,
Supt. Appliance Department.

* * * *

And, finally, the street car cards. The Edison organization firmly believes in this method of advertising. Perhaps their conviction is based in some measure upon the cleverness and pulling power of the cards they employ, for certainly these contain in the essence the most convincing electric cooking arguments:

LOW COST

A model kitchen with all its clean, labor-saving economy is possible for you on our new low rate for cooking and heating. It is the cheapest way to live. Let us explain why.

COOLNESS

A cool kitchen is the ideal one. The speedy creation of heat inside an electric range; freedom from open flame and actual placing of heat where and when you want it, insure kitchen comfort.

CLEANLINESS

Imagine a kitchen with no burnt

matches; no fuel odors; no sooty pots and pans; no coal or ashes; no smoke or grime; no discolored ceilings—just an electric range and cleanliness.

LABOR SAVING

An electric range delivers heat in its perfect form. No fuel, no flame, no dampers, no constant watchful eye needed. You simply turn a switch. The clock and switch key regulate your entire cooking.

EFFICIENCY

The same current will produce the same temperature in the same time. This means uniform results. Meat shrinkage is one-fourth to one-third less in an electric oven. This means food economy.

THE ELECTRIC RANGE is
Absolutely Right. The heat is even—high or low as desired, and no taint of burning fuel can touch the food nor pervade the home.

Fifty styles by sixteen manufacturers—at from \$20 up.

THE EDISON ELECTRIC ILLUMINATING COMPANY OF BOSTON

Small Ads Like This Are Used in Newspapers, Theater Programs, Etc. By Mentioning Many Styles and Numerous Manufacturers, the Ad Overcomes the Idea That Electric Cooking Is Experimental.

The Boston Edison Company does not claim so far to have accomplished anything about which to boast in the promotion of this class of business, but it has gone far enough to be convinced that its policy is sound. The wholesaling of ranges to apartment house builders, who use this equipment as a "talking point" to prospective tenants, has given the business an impetus. The company's own advertising of these installations has both added to the satisfaction of the real estate men and has served to very strongly impress upon the public the fact that electric cooking is now standard practice in the most up-to-date buildings. Upon this foundation the company is building up its sales to individuals, and these sales are growing rapidly.

S. E. D. Compiles Cooking Rates

Acting jointly for the National Electrical Light Association and the Society for Electrical Development, Theodore Dwight has secured the schedules of over 2600 central stations which offer a cooking rate of 5 cents or better. Of this number, some 1750 offer a rate of 4 cents or better.

The results of Mr. Dwight's inquiry indicate that there is a more widespread desire for this class of business than has been commonly supposed, and that the central stations are doing their share in the development of electric cooking by making rates which enable the average customer to use the service for this purpose.

An Original Cooking Rate

The Wilmington & Philadelphia Traction Company of Wilmington has developed a cooking rate which is said to be original, and which appears to work out satisfactorily.

The company makes a flat charge of \$1.50 per kw. of agreed maximum demand and 6 cents per kwh. for all current utilized in cooking where the maximum demand is higher than is stipulated.

For example, an electric range may be connected upon the basis of 2 kw. maximum demand, for which the customer is charged \$1.50 per kw. or \$3 per month. Should the maximum demand exceed 2 kw. at any time, all current consumed while the demand is in excess of 2 kw. registers on the meter, and is charged for at 6 cents per kwh.

The company does not insist upon any arbitrary maximum being set, but advises customers that a 4 kw. stove can be used under ordinary conditions upon a 2 kw. demand agreement. An elaborate dinner would, of course, run the demand considerably higher, but it is stated that such occasions are comparatively few, and that the most satisfactory results under normal conditions would be gained under the 2 kw. agreement. Should experience prove otherwise in the case of any customer, the rate can be altered to suit.

Use Practical Cost Figures

THE average woman does not receive any enlightenment from isolated cost figures. To tell her that it is possible to cook a mess of beets for a certain expenditure of current is about equivalent to telling a man that the buttons on a suit of clothes are worth 40 cents. The man isn't interested in a detail, but wants to know the price of the suit. By the same token, no woman wants to know the cost of an item of cookery; she wants to know how much it costs to cook a practical meal.

The Bureau of Home Economics of the New York Edison Company is securing its data on the basis of actual menus, showing how the various items supplement each other with economical results. A characteristic example follows:

Eggs baked in tomatoes: Utensil, oven; watts, 1300; operation, baking; high heat, 20 minutes; low heat, none; total watts consumed, 433; cost \$.034.

Chops: Utensil, broiler; watts, 1300; operation, broiling; high heat, 5 minutes; low heat, 6 minutes; total watts consumed, 238; cost, \$.019.

Baked potatoes:

Green peas:

Rice pudding: Utensil, oven; watts, 1300; operation, baking; high heat, 1½ hours; low heat, none; total watts consumed, 1950; cost, \$.156.

Coffee: Utensil, percolator; watts, 500; operation, percolating; high heat, 30

minutes; low heat, none; total watts consumed, 250; cost, \$.02.

Rate, \$.08 per kwh.

In another case, a menu consisting of 3-lb. chicken, 1 quart currant pudding, 6 baked potatoes, carrots, spinach, turnips and coffee, were prepared on a Westinghouse range at a total cost of \$.10, the first three items being grouped in the oven and the three moist vegetables cooked in a 3-cluster utensil used in a boiler oven. The coffee was made in a percolator. The combination shows how by planning ahead and utilizing the full value of the range the housewife may accomplish very economical results in every-day service.

Studies of food shrinkage also have been made by the New York Edison Company. It is reported that a 10-lb. roast of beef will lose almost one-third when cooked in the usual way in a gas oven, but that when cooked in an airtight oven—a Globe range was used in this experiment—the loss was only 10 per cent. With meat at 30 cents per pound, the saving amounts to approximately 60 cents, or fully twice the cost of the energy required in cooking a large meal.

Water Heaters Help Range Sales in Pasco

THE Pasco branch of the Pacific Power & Light Company has had a fair success in selling electric ranges to its customers. Practically all of the ranges out have been sold within the last twelve months.

The first real and earnest work done on range sales, started in July of last year, and consisted of a week's demonstration in Kennewick and Pasco, with the result that about six ranges were sold in that week. Unfortunately, this demonstration was not put on at the season of the year most favorable to this particular vicinity. In July and August the temperature at Pasco and Kennewick ranges from 100 to 110 degrees in the shade, and the class of people to whom the company looks to purchase ranges first are absent from the city, visiting the mountains or seashore. With the advent of fall, the sales force started to plug away at those customers whom it was thought would be interested, and without any special campaign or special proposition, sold during the fall and winter months to date some sixteen ranges of various makes. Selling electric ranges through the winter is rather unusual, and the company feels quite proud of the record.

The greatest obstacle to overcome in selling ranges was to provide some economical and satisfactory method of heating the water incidental to domestic use. Describing the experiments along this line, G. D. Longmuir, the local manager, says:

"We tried out the various types of circulating hot water heaters on the mar-

ket, and found that with a thorough lagging of the tank sufficient hot water for all ordinary purposes could be obtained, provided that the heater was left in circuit from fifteen to eighteen hours per day. We then found that we could afford to establish a rate of \$2 and \$2.50 per month flat for 600 watt and 750 watt heaters respectively.

"Such a service was furnished only in connection with a range, and a double-throw switch was provided, whereby the heater and range could not be on at the same time. To insure an ample supply of hot water, we found it necessary to pay particular attention to the lagging of the tank, and we had our own men do this work, which really consisted of about one-half inch thickness of asbestos cement plastered on to the tank, so as to make a neat and finished job."

The rate in Pasco on electric ranges consists of \$1 minimum with 4 cents per kwh., subject to a 10 per cent discount. This rate in itself, and the rate of the water heater, has proved quite satisfactory and attractive, giving a very good basis to go after the range sales.

"Like every one else," continued Mr. Longmuir, "we found that a range installed was only half sold, and it remained for us to follow up these sales with many personal visits, and explain thoroughly to the housewife the most satisfactory methods of operating the ranges, and cooking with various articles. To my mind, this service on our part is more or less the secret of the success we have had, and will lay a firm foundation for our work this year in selling electric ranges."

This year the company is holding its demonstration in April and hopes to get a flying start that will result in the sale of double the number of ranges that we sold last year.

The Range in Verse

Matchless and scratchless, worked by a switch,
Sootless and dustless, give it a twitch;
Gasless and ashless, cooks to a turn,
Hodless and coalless, browns but won't burn;
Odorless, dirtless, broils while you wait,
Wasteless and flameless, meals never late;
Faultless and blameless, never will change,
You guess, 'tis none less—the Electric Range.

Useful and helpful, brings peace to life,
Beautiful, joyful, gladdens your wife;
Cheerful and blissful makes every day,
Graceful, resourceful, drives care away;
Restful and peaceful, adds to one's health
Faithful and truthful, takes little wealth;
Wonderful, dutiful, nothing more strange
How we've lived without—an Electric Range.

The Woman's Appliance from the Woman's Angle

The Sale of Electric Ranges Depends Upon Making the Right Appeal to Women, Is the Belief of Five Feminine Experts

HERE is a woman manager of a prize fighter in New York, but this does not prove that women as a class are better fight managers than men. There are a number of men chefs, but that doesn't prove that men as a class know more about cookery and kitchen management than women. As a general proposition, a man in the kitchen is hardly more congruous than a woman bottle-holder at a prize fight. There is something essentially feminine about cookery, and mere man should—nay, must—approach the subject with a fitting consciousness that he is treading upon ground which, if not exactly sacred, is at least alien.

Electric ranges are not apparatus. Ranges are feminine utensils, like powder puffs and knitting needles and curling tongs. You can't sell them as you would sell a motor. You have got to understand, in some measure, the woman's angle. The appeal must be made in terms which seem logical and convincing to women, whether or not they are logical and convincing to men. And when this statement is made, it is meaningless, because what man born of woman can understand the feminist viewpoint?

The only hope is to go to the women for their own arguments. This *Electrical Merchandise* has done. In the following columns appear the expressions of five feminine experts. One is an experienced demonstrator of electrical heating appliances and ranges. One is a publicity writer who has specialized in electrical lines. One is a central station advertising writer, who also has had field experience in demonstrating and selling electrical appliances to women in their own homes. One is a secretary of an electrical association, whose duty it has been to attend conventions and listen to the men tell how to sell appliances to women. The last is a housewife of the modern school—a woman who has developed in her home an efficiency system of which any follower of Taylor might well be proud.

From this material, an interesting and useful composite graph of the woman's viewpoint can be secured. And this is absolutely necessary, for the success of the electric range depends quite as much upon making the right appeal as upon making the right rate and the right range.

How Electric Cooking Appeals to Me

By CLARA H. ZILLESSEN

AFTER reading innumerable range catalogs and folders, and trying out electric cooking to a somewhat limited

extent myself, the thought comes to me that all the points of convenience, efficiency, cleanliness, etc., made in favor of the electric range really simmer down to one point—the saving of time! And such is the eagerness toward work and helpfulness outside the kitchen and home nowadays, that it is sure to be the most universal appeal which can be made.

So here, then, you have the answer, in a broad way, to the question of cooking-by-electricity and, as a matter of fact, to the question of using labor-saving appliances of any kind.

For, as far as mechanical labor in the home is concerned, it should be used not so much for the sake of doing away with the work itself, as for the sake of the greater leisure which it offers for other and more productive things.

With specific reference to the electric range, it seems to me that the more nearly electricity can make the process of cooking automatic, the nearer we will get to universal electric cooking. Those manufacturers—and I am saying this purely from the housewife's point of view and not from the mechanical construction standpoint—who have incorporated the fireless cooker idea have made a big stride in the right direction.

But already, in its present development, the electric range is far and away ahead of any other cooking method. It is, even now, primarily a saver of time. I do not mean that it takes less time for foods to cook; but the fact that electric cooking apparatus requires no preliminary preparation, nor attention during the process of cooking, as does the coal stove, means a considerable saving of time.

And one of the points that appeal particularly to housewives is the fact that cooking operations can be standardized; by which I mean that if you once ascertain that it takes 25 min. of current to start beets in the fireless cooker, or so long high-heat and so long low-heat for gingerbread, the information is good for all time to come and can always be relied upon, thus insuring uniform results. Because of the fluctuation of gas pressure and the unreliability of coal and wood fires, this point is distinctly in favor of the electric range. Any housewife will tell you that such a standardization is most certainly a time-saver.

In this plea for emphasizing the time-saving factor, from the broad point of view, let me say something which the manufacturers, being men, may overlook. If you assume that the great majority of electric range prospects are

housewives who do their own cooking and housework, here is a valuable point. Washing the pots and pans that have been used on an electric range is about 100 per cent easier than cleaning up those used on a gas, coal or oil stove.

Electric Mary Ann

By GRACE T. HADLEY

"NORA," said the mistress to the new servant, "we always want our meals promptly on the hour."

"Yis, mum, and if I miss th' first hour, shall I wait for th' next?"

We are all familiar with the Noras and their haphazard methods—now behold electric Mary Ann that always has meals ready by the clock!

During the last century there has been a great advancement in the methods of applying heat to food. Each improvement has resulted in less of the heat energy being wasted and in more being absorbed by the food. Each step from the open fireplace to the coal range, to the gas stove and finally to the electric oven has been marked by the use of more expensive fuel, greater heat efficiency and better control of the heat.

Electric cooking is as superior to fire cooking as the electric light is to the tallow dip. Today electricity is doing all that fire ever did and doing it better. It is also performing tasks beyond the limits of flame.

As refinement of living develops, electric cooking solves the problem of easy control, of elimination of waste of time and temperature. Predetermined cooking becomes a possibility with temperatures accurately regulated and the necessity of eternal vigilance removed. Electric cookery is increasingly fascinating to the modern woman who refuses to broil her face and burn her fingers as grandmother did. The housewife of today will not spend hours preparing a meal and cooking it over a hot stove and sit down to a meal "too tired to eat." Instead, the kitchen of today becomes more like a clean laboratory for the scientific preparation of savory food—a place where kitchen alchemy is practised with the least amount of labor, and in the least time.

The objects of cooking are to render food more digestible, to make it more appetizing and to develop flavor. Electric cooking improves the natural flavor of food. If there is a doubting Thomas who still maintains that electric cooking is no better than any other kind of cooking, let him hasten forthwith to partake

DOMESTIC ELEC

**The Guarantee
of Excellence**



**On Goods
Electrical**

The G-E domestic electric range has taken its place beside the G-E flatirons, toasters, grills, etc., now used daily in thousands of homes.

Each of the dozen different designs incorporates the same quality, value and service found in the smaller devices. Each has the same guarantee backed by the world's greatest electrical manufacturer.

The electric range will be welcomed by all classes. It brings profits to the jobber and dealer, business to the wiring contractor, day-load to the central station and convenient comfort to the houseworker. It is the only real solution of the summer cookery problem and makes possible broader central station development of the residence business through building up the off-peak load.

The G-E range is ready for shipment at fair prices to the public and a liberal discount to the trade. It is made in a variety of designs to fit every housewife's individual requirements and at a scale of prices to suit almost any purse. Its attractive appearance and economical current consumption make it a "best seller" everywhere.

**Ask Our
in Your Near**

General Office:

6177

GENERAL ELEC

T R I C R A N G E S

After careful investigation the prophecy has been made that at least \$1,000,000 worth of electrical ranges, at manufacturers' prices, will be sold during 1916. If the interest already evidenced in this appliance can be accepted as a criterion of the sales which are likely to follow, then this estimate is indeed a conservative one.

A few years ago the electric flatiron was considered as a novelty, both by the dealer and the public. Today it is a standard product of merchandise and is universally respected as such. It is believed that the electric range will be similarly rated in the near future.

Obviously, the progressive dealer who first establishes this important section of the heating appliance business in his locality will earn an enviable reputation and institute a profitable branch of merchandising, while the pessimistic dealer will experience his usual disappointments.

We realize that as yet it requires some effort to sell electric ranges and we are ready to help you with sales suggestions and advertising material. May we?

**The Guarantee
of Excellence**



**On Goods
Electrical**

**Sales Office
est Large City**

Schenectady, N. Y.

6177

T R I C C O M P A N Y

of an electrically cooked luncheon as prepared by Electric Mary Ann.

"Villainous" and "idiotic" are the terms used by Finck to describe the careless and unscientific methods of cooking vegetables in America and England, where they are usually served at table entirely "denatured," as Mr. Finck expresses it—that is, deprived of their flavors.

There is no more melancholy object on the American table today than the plain boiled potato, sallow, soggy, splotched, tasteless and unsavory! Day after day it is served, a dismal and depressing example of the American method of boiling vegetables in a large pot on top of a hot stove, in plenty of water.

Electric cooking offers a more effective way to cook vegetables more temptingly. When cooked in the boiler oven of a modern electric range, with a small amount of water, the flavors of the vegetables are preserved and developed. Steaming is one of the best ways to cook vegetables. It is practised abroad but neglected in America—"ungastronomic America." Steaming has the double advantage of conserving the flavor and making the food more digestible.

Advertising and Selling Electric Ranges to Women

BY FRANCES E. KILBOURN

WOMEN are innately curious, skeptical, attracted by novelties and susceptible to bargains.

Arouse curiosity by advertising an unusual cooking possibility, or a conspicuous novelty in your food display.

An electric range, even running at full capacity, is uninteresting to look at. Have it convenient for use and demonstration, but *don't* depend on it for attracting attention. It will *never* do the trick.

With the General Electric range I have advertised that you can freeze ice cream in the range and do it better and quicker than you can in a freezer, at the same time using the entire balance of the cooking and baking equipment. This works like a charm in creating interest and is the easiest thing in your demonstration to prove.

In the food display select one or more dishes which housekeepers dodge because of their uncertain results. Learn how to do them simply and conspicuously well, then make it an art to display them to the very best advantage. Also don't forget the plain, every-day cooking and baking. Be sure you can do it well and display it attractively. It is not necessary to be proficient in elaborate fancy cooking and baking, but the more attractive novelties you can command in displaying food the better.

When selling electric ranges to women, *don't* make statements unless you can prove them conclusively. Women are wonders at ferreting out lies and you are done for if they ever catch you.

You *absolutely must* command their confidence.

Women *cannot resist a bargain*. Justify the list price of the range so they will appreciate the special price.

Demonstrate the simplicity of operation, efficiency, convenience, cleanliness, safety, economy of time, labor and food value and cost of operating.

After all is said and done it is the actual use of a range by an inexperienced person that will really convince women of its merits.

Persuade the women themselves to come in and use the range if possible. If not, interest a domestic science class or girls' club. They are usually delighted with the opportunity and never stop talking about their experience and wonderful results. It seems to be a natural conclusion by the parents that if the daughter can cook successfully on an electric range it must be all right. Then, too, daughters nowadays have a way of getting pretty near what they want at home. At any rate, it is first-class advertising.

Some customers hesitate to buy an electric range because of careless or extravagant maids. Why not give special demonstrations to maids? They already *insist* on having electric vacuum cleaners, washing machines, and flatirons where they work. Why not electric ranges?

A Bachelor Girl's Attitude

BY O. A. BURSIEL

THE electric equipment in my home consists of a stove, baking oven, flat-iron, heating pad, electric fan and curling tongs. I have found them all, from practical experience, indispensable. Their labor-saving features and their economy often make me wonder why every home equipped for electric service has not, at least, as many of these appliances as I have.

It seems to me the answer is, first, that the central stations and the manufacturers have not been able to make personal calls upon all their customers. I notice that wherever a personal call is made by an efficient sales person, who knows appliances and who is capable of demonstrating them intelligently, sales are almost always made.

What is the trouble with the advertising material? Why don't the women of the homes read this advertising, and if they read it, why don't they act on it? Why don't they wish to do their work in the easiest and most efficient way?

It seems to me the advertising material can be more convincing. It is admitted that the prices of appliances are for many people prohibitive. The trade generally excuses this on the ground of the cost to the manufacturer of turning out a comparatively limited supply. My knowledge of the opinion of central stations in New England is that their officials believe the manufacturers

could, at this time, begin to reduce their prices.

I have no criticisms to make of the advertising material. It is perhaps presumptuous on my part to say that there is not enough of it. I know it is difficult to get women whose lives are already filled with activities of more or less worth to undertake using new things. They seem to dread the possible trouble they are bringing upon themselves. We know this is all *imaginary*, but nevertheless the feeling exists. It seems to me lectures and demonstrations by experts would be a partial remedy for this existing condition.

It seems as though the only way to increase the results is to continue, and if possible increase, the active campaigning. It would seem as though there were a greater field for salespeople in the electric appliance business on a commission basis. Some central stations, notably the Cambridge Electric Light Company, have made a great success of their sale of appliances by giving commissions to their employees who work after hours visiting selected lists of prospects. Why could not every central station undertake this?

It seems as though there were many girls of good families anxious to earn some money who would be glad to undertake this sort of work outside of school hours in their home towns. Perhaps too many central stations are afraid of having their policies misrepresented, but it seems to me the business that could be gained is worth taking this small risk.

I prepare all of my meals at home on the electric stove and oven, both lamp socket devices. Breakfast is very easily prepared with the electric grill right on the dining table, on which the daintiest of crisp toast is made and *served hot*, bacon and eggs cooked just as one wants them, and griddle cakes browned to the taste and also served hot. An electric breakfast cooked right on the table this way is a pleasure, and not a dreaded necessity to start the day with.

I can prepare a meal of soup, broiled steak or chops, with grilled or baked potatoes and two vegetables, with four cents' worth of current on a 10-cent lighting rate. I have frequently prepared such a meal when my mother and father have been visiting me, making three people for the dinner, and I delight in having my girl friends in to dinner because of the ease with which the meal can be prepared, and the pleasure it gives them all to see it done electrically, as the grill is right on the dining table.

A Real Housewife's Ideas

(Anonymous)

THE day of the old-fashioned, "sot-in-her-way" housekeeper has passed. The woman of to-day has learned to conserve her energy in housekeeping—to apply efficient, cleanly methods.

Cooking by electricity is not a fad. It is not just a whim or fancy to be indulged in haphazardly or when one wishes to show off skill at fancy cookery. Electric cooking is here to stay. More and more its use is general. To cook electrically is to show at last the perfection of kitchen art.

Women of the out-of-date type will say it is too expensive—that there is too much "science" about it. This is entirely wrong. Electric cooking is simply doing it in the most efficient, simplest, easiest and cleanest way. It is a mistake to make one unnecessary exertion in housekeeping. The electric range means the saving of steps, the saving of fuel, the saving of expense, the saving of time. Finally, it means a kitchen entirely devoid of mussiness.

With me, electric cooking for the family is a tried and actual fact. I am always sure of the right heat at the right time, and while your heat is right, it doesn't necessitate remaining in your kitchen and being stifled.

The use of electrical appliances at the table adds much to the meal. Can anyone who has not actually enjoyed an "electric" breakfast know what it is to have toast actually hot and coffee percolated to the individual taste, and eggs boiled to perfection? And all at little more than the cost of the matches to light the gas range. In the warm days ahead the woman whose home does not boast the possession of two or three electric devices, is not doing her duty to herself or her household. Far wiser would she be to purchase a grill toaster

and percolater than to become fagged and wearied from too many hours spent in the hot kitchen.

When one gets the electric cooking habit, one has acquired a habit to be mighty proud of. After all, our duty and love and pride in our families and homes surely should prompt us to use every energy-saving method.

American women are notably gracious hostesses always. More gracious and charming will they appear when family and guests show their appreciation of the meals cooked the electric way. Trouble no more about lack of scientific knowledge about cooking electrically, for it is a simple, easy method indeed. And cleanly and efficient and dependable and strength-and-energy saving.

THE reader, clutching an ill-smelling bulldog pipe in a far corner of his mouth and comparing the above expressions with the rounded phrases of a man-made advertisement for electric ranges, may find incongruities and illogic in the women's viewpoint. No matter. If you disagree, you are wrong, for the women know how the proposition appeals to them and you don't—you can only guess. And business consists very largely of the substitution of fact for guesswork, the replacing of uncertainty with a sure thing.

Any man who is planning a range campaign will do well to try to understand the woman's viewpoint. Ranges belong to women. Success in their sale will be in exact ratio with the feminine appeal.

Range Business as the Manufacturer Sees It

Conservatism Essential to Healthy Growth of Electric Cooking Business

By J. F. KILLEEN

(The manufacturer, having a wide expedience in assisting in the sales of appliances in many communities and under many different conditions, sees with a better perspective than the central station or dealer whose horizon is bounded by the limits of a single city. In this article, Mr. Killeen points out some of the dangers, and emphasizes some of the opportunities of the electric range business. He has given the subject country-wide study, has watched its growth East and West. His conclusions are worthy of the most careful analysis.—EDITOR.)

ALL signs point to a large sale of electric ranges this year. Everywhere are indications of awakening interest in electric cooking and in aggressive merchandising of electric ranges. This business is not only of benefit to the central station, who will sell current for its operation, but also to the contractor, to whom it will bring jobs of wiring; to the retailer, who may now or later handle the sale of ranges and to whom each sale represents a substantial profit; to the jobber, who sells

these classes of trade and who receives his share of benefit from all this business.

While the advantages of electric cooking are obvious and the success of the electric range is established, yet the selling of electric ranges presents many problems and requires, in its introductory stage, the expenditure of a great deal of effort. In order to combine all the local interests in a harmonious selling effort and to secure quantity prices from the manufacturer, the wise course

UNIVERSAL



No. E9841. 4 Heats, \$11.00

Two Types of UNIVERSAL Ranges

Summer is the time when the many people living in apartments, bungalows, summer cottages, etc., turn toward the Electric Range with its saving of work and economy of fuel. Those who do light housekeeping, and their number is great, enjoy the Electric Range all the year around because of its compactness and the full complement of uses to which it may be put.

UNIVERSAL Electric Ranges

should be the ones included in your stock to meet this demand because of their well known reliability and their possession of a number of important and exclusive features. The single range shown above is capable of being regulated to four degrees of heat—a feature which no other range possesses. It is equipped with oven and thermometer as well as three pans of varying depths for as many cooking operations. The double range shown below may be used either together or singly with the same appliances as the one above and in addition will accommodate a coffee percolator or any other small cooking utensil. One hot plate may be reduced to a simmering heat and space beneath may be used for warming plates or maintaining the temperature of food already cooked.

IT IS UP TO YOU TO CASH IN ON INCREASED DEMAND

Landers, Frary & Clark

NEW BRITAIN
CONNECTICUT



No. E9684. 600 Watts, \$18.00

seems to be for the central station to purchase the ranges on behalf of the dealers and contractors, as well as themselves, so that these dealers and contractors may get the benefit of the lowest prices through quantity purchases and be enabled to enter a campaign on a basis profitable to themselves. The central station, we think, should fix the retail price with this consideration.

It has been found well to include the installation charge in the price of the range, so that the question of cost of installation will not have to be raised after the range has been practically sold. An arrangement would naturally be made by the central station whereby several contractors would have standard established prices for wiring jobs and also use standard materials in making installations.

When a sale is made, even under such favorable conditions, the work of the central station has really only just begun. Each central station should have in its employ a permanent demonstrator, whose duty should be to visit the householder and actually cook the first meal on each range installed. This demonstrator should then have a program of regular calls for the purpose of anticipating and avoiding any complaints which might arise, due to misunderstandings; and by this service she would also be securing for the lighting company a definite list of references, which could be used on future prospects.

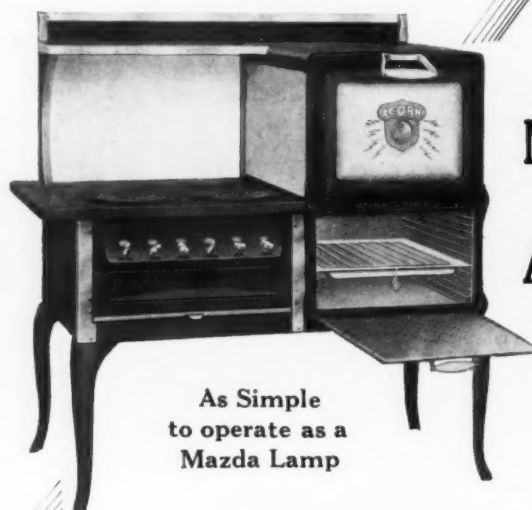
In planning the local sales campaign, it seems the part of wisdom for the central station and dealers to confine themselves, if possible, to one make of ranges, or, at the most, two. This not only assists them in getting the maximum quantity discount but encourages the manufacturer whose line is selected to profitably share more of the local campaign effort. If a variety of lines are represented, it does not give the manufacturer who is willing to go to some special sales expense a fair opportunity in proportion to his special investment over the manufacturer who contributes nothing. Furthermore, the central station and dealer who promote the sales of a variety of makes soon find that they have to carry a wide range of supply parts. Comparisons might also be made between the results obtained by several families having different makes of electric ranges, which might lead to dissatisfaction due to unfair standards of comparison. Obviously, if the range campaign were concentrated on one or two lines, as well as concentrated in effort, the disparity in costs of ranges and their operation which might be made, would not be made between different makes or types of electric ranges but between electricity and some other form of fuel. By so concentrating the central station, through its demonstrator, is better enabled to put its finger, so to speak, on any trouble and to rectify it.

The manufacturer realizes that this exploitation work is a burden which must

be shared by all concerned, and he will, I am sure, be found ready to do his part; but just what the manufacturers may be able to do cannot be foretold. In order that each manufacturer may be able to treat each individual case on its merits, I am of the opinion that for the present it will be better not to attempt to establish any definite and fixed policy.

Of course, it is to be assumed that manufacturers will be ready in all cases to furnish quantities of publication matter, advertising material, etc. This, while good so far as it goes, will not be sufficient to arouse the proper interest to make sales of ranges.

While responding to pressure from the dealers for all the sales help they can get, the manufacturer also feels pressure in another direction from the same source, due to the strong demand from the dealers to increase the variety of ranges, to improve on their electrical equipments, and to add special features. An expanding market, increasing the manufacturer's volume of business will enable him, in a measure, to meet these two extreme conditions, but in the present introductory stage, and with a comparatively limited market, it is apparent that the expense for any sales work which any manufacturer should under-



This is
Model E-20
of the
Acorn Line

As Simple
to operate as a
Mazda Lamp



What a Beauty!

exclaims every woman who sees it.

That is one of the many reasons why it is easy to sell the

Acorn Electric Range

It is as simple as a Mazda Lamp, almost as durable as pig iron and an ornament to any kitchen.

DOES NOT SHORT CIRCUIT
SHOCK
OXIDIZE

Acorn Electrics are equipped with G-E Sheathed-Wire Heating Units.

An open coil of
perfectly insulated
wire, like this



is embedded in the stove lid while it is
being cast, making it
one solid piece like
that.



Write for prices
and new Catalog
of 7 Acorn Models

Rathbone Sard & Co.
Oldest American Stove Makers
Albany, N. Y.

Chicago Aurora Detroit

take must naturally be charged to his future advertising appropriations, as he cannot hope to do much special work out of present profits.

From the manufacturer's standpoint, the competitive situation is not entirely satisfactory. There seems to be a tendency among manufacturers to make extravagant and expensive promises as to sales co-operation in order to get immediate business. This, I fear, cannot be continued unless at the sacrifice of quality or by increased prices. Neither of these alternatives is pleasant to contemplate, but it is axiomatic that the manufacturer must make expenses, including interest on his capital in order to continue manufacture. The range business would be on a more sound basis if it had a healthy growth and were not over-stimulated. After all, the local range business will respond only at a certain rate this year,

whatever the stimulation, and obviously it would be foolish for the manufacturer and dealer to waste their ammunition by an indefinite and scattered sales campaign. Let the local effort be rather directed toward procuring typical apartment house installations and the homes of representative families to begin with, giving careful attention to the satisfactory installation and operation of these ranges. Then, with these successful installations as a basis, gradually increase the interest by demonstrators in department stores and other places which are the *rendezvous* of women. Manufacturers will be willing to contribute in a reasonable manner. This will result in a better situation than if maximum inducements are made by the manufacturer at first, only to create disappointments by later curtailing these special sales services. It is better to rely on the results

of satisfactory representative installations.

In laying the foundations of a new industry the range manufacturers have a duty to perform at the present time, and efforts should be made immediately to demonstrate to their own salesmen, and also to the sales force of central stations and dealers, that all electric ranges are good, while, of course, they believe theirs are the best.

If salesmen should be tempted to secure orders by attacking the quality of competitor's goods, there is a danger that the public might believe all that the sales people say about each other's products, and decline to adopt any of them. "Plenty of competition there will be, but trade development will be *assisted* if the competition is of a kind which seeks first to *make* trade, and *frustrated* if it is of the kind that seeks primarily to *take* trade."

Whoop-It-Up Methods a Mistake

Hood River, Oregon, Spends Five Dollars a Month on Range Advertising and Gets Permanent Results

BY A. S. HALL

NO one field offers as large a market for electricity to-day as electric cooking. It is safe to say that every city in the United States spends more money every year for cooking fuel than the total gross revenue from light and power of the electric company in the same field. In other words, if all of our present customers can be induced to cook by electricity we will double our gross revenue.

It is my intention to get the electric range introduced as a staple article just as quickly as possible. I want to get it on such a basis that the hardware stores will all say to their customers, "There is our wood range; there is our electric range; there is our gasoline stove. The electric range is the modern one."

I believe that, in the past, central stations have made a serious mistake by pushing appliance sales themselves to the exclusion of the merchants, instead of offering inducements to get all the merchants to handle appliances. The electric range is no exception to this rule. The electric light company must furnish the basis for the range business by guaranteeing satisfactory service, but the greatest results will be obtained by having many dealers selling ranges.

That belief is at the bottom of our method of campaigning for range business.

But in addition to this belief on the subject of range distribution, I have some ideas about range selling which are perhaps peculiar. In the first place, it is a low-profit business and will not be a high-profit business until we have secured a fairly high saturation factor.

Therefore, a demonstration or any other very expensive advertising which will not at once produce complete saturation should not be considered. Complete saturation must be brought about by an inexpensive system of advertising consistently followed, and saturation is only going to be secured by steady plugging.

Also I am firmly of the opinion that no amount of advertising will produce this saturation, except advertising which is based on satisfied customers. One satisfied customer will do more soliciting than one good solicitor. One dissatisfied range user will offset the work of several solicitors. Therefore, I make it a point as the basis of our electric range activity to see first that every customer using an electric range is satisfied with it and a booster for it. This being the case, then we feel free to call other prospects' attention to these range users by the very cheap advertising method hereafter described.

The basis for our campaign, which opened March 1, consisted of an outlook envelope advertisement, the use of the

backs of the monthly bills for advertising and a signboard system. Cuts of the three features are shown. When printing on the reverse of monthly bills, heavy type should be used so it will show through and attract customers' attention.

The cost of the three features is as follows:

The envelope is printed complete at the time the return card is printed, so no extra charge is made for printing the advertising.

The advertising on the back of the monthly bill is printed for \$1 per 1000 additional to the regular price of printing the bills.

The signboards are wood, 6 ft. long 18 in. high, of solid black color, with white border and lettering. Six of them cost \$12 erected, or \$2 apiece. These are erected on our six main arteries of travel.

Together with the above advertising we run a slide in the motion picture house, which costs \$3 per month.

The total cost of the four units of advertising is, therefore:

1000 envelopes monthly, annual cost	\$00.00
1000 bills monthly, annual cost...	12.00
6 signboards figured as one year life	12.00
1 picture show slide, annual cost.	36.00
Total annual cost.....	\$60.00
Monthly cost	\$5.00

The advertising is designed with a view to having it cheap enough so that it can be carried along until results are obtained. Aside from being cheap, it



Six of These Simple Sign Boards Cover a City of a Thousand Customers.

covers the field thoroughly and constantly.

A comparison of this class of advertising with newspaper advertising is interesting. The envelope and bill reaches every electricity user every month in the year, and is called to his attention every time he looks at his bill. He cannot avoid seeing it. The road signs call his attention constantly as he goes to or from his work or his market. The picture show slides are before him during his leisure hours all the year round.

The same \$60 per year would pay for a half page ad. in one issue each month of the local newspaper. By actual check we find that less than 50 per cent of our customers are newspaper subscribers.

As compared with a range demonstration, the outlined campaign appears even more favorably. A demonstration of a week will cost from \$200 to \$350 or five times as much, and customers obtained during a range campaign are very likely to be the least beneficial in building up business. They are the same people that Billy Sunday converts. Some will remain converts. Some will not. And of those who do remain, many will be dissatisfied even though they do have to keep the range.

The real object of a range campaign is not to sell a few ranges; it is to establish a business, to create the basis for continuous and satisfactory business—business which must be remunerative to the central station, and at the same time popular with the public.

The profits from the electric range, even on the present rates, are so small that we had better abandon the business entirely if we have to continue to advertise and solicit for the sale of each range perpetually.

The real problem which confronts us, therefore, is to popularize the range, and to educate the public to the use of it, with a view to establishing it as a staple commodity the same as the wood or coal range, without going into a high-priced campaign which will not be justified by the margin of profit which the business promises.

The fundamental basis on which the business must be built is service. Any range which is not giving satisfaction is not only unremunerative, but a positive and very serious handicap to future sales. It does a permanent injury to the business by creating in the minds of the people that very skepticism which we strive to overcome. One unsatisfactory range will cost many times its value in work and advertising to overcome its bad effects. It is far better to have a range in the storeroom than in service if the customer is not satisfied.

A range should not be sold to a customer unless that customer is financially able to buy it and use it. Commercial suicide is the result of inducing a range customer to overrate his ability to pay. The policy of selling to anyone who can be induced to buy may produce the de-

COOK BY WIRE

THE SATISFACTORY MODERN METHOD

WHAT IT COSTS

ASK YOUR NEIGHBOR

Name	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.
Dr. F. C. Brosius.....	\$7.45	\$7.45	\$1.55	\$1.00	\$1.00	\$1.25
Dr. H. L. Dumble.....			1.00	1.00	1.00	1.00
Albert S. Hall.....	4.20	2.15	4.35	7.00	5.10	4.45
Frank Howard.....	2.50	2.15	2.00	1.90	1.95	1.85
J. H. Heilbronner.....	7.90	3.85	4.30	4.20	3.35	4.00
R. B. Perigo.....	4.70	2.25	1.80	1.75	1.10	1.60
H. T. Parr.....	10.10	2.80	3.85	2.05		
H. L. Fording.....	7.70	3.60	1.00	1.35		
L. E. Look.....		4.25	2.45	2.05	1.90	1.00
W. N. Winter.....	3.50	4.00	3.10	2.45	4.95	
G. D. Woodworth.....	1.25	1.00	1.00	1.00	1.00	1.00
J. F. Batchelder.....				1.75	2.10	2.30
3 Ranges in Apartments of O. W. Tel. Co.	4.20	12.95	13.10	12.90	10.55	8.30

AVERAGE COST PER MONTH.....\$3.04

We refer you to our patrons now cooking by electricity. We will appreciate the privilege of furnishing you with further information and details. Come in and see the modern types of Electric Ranges.

This Is the Way Mr. Hall Advertises on the Back of His Bills.

sired results where the seller has nothing further to do with the machine, but it cannot be countenanced where the future of a great business depends upon successful, continuous operation. In the case of ranges, the continuous operation after sale is our *only* object.

Nor should a range be sold until the customer knows all about it and has satisfied himself as to its merits and cost of operation. Any representations made by the salesman as to operation costs, that can be misconstrued, will cause trouble. On the other hand, the prospective customer can be referred or taken to homes where ranges are giving satisfactory service, and he will be convinced more easily and will have no reason to say afterwards that the electric company misrepresented the service cost to him.

This emphasizes the need of seeing that every range in service is satisfactory and every user a booster. If the first are boosters, the foundation is laid for a campaign; if not, then all possible effort should be made to get every range right. Ranges should be visited regularly, and no effort spared to keep them efficient and satisfactory. The solicitor's first work should be to get his users with him, then sell ranges by their aid and co-operation. Close personal attention to the ranges in service not only benefits the central station from a commercial standpoint, but it enables the solicitor to learn the problems which arise in every-day operation, and how to meet them. It gives him the opportunity to use his customers' experience in his business, and to make the experience of each customer available to all the others. It aids the central station in keeping down complaints.

In the West, one of the greatest problems to be overcome at this stage of the range business is to get customers to use them continually throughout the year. Unless used for a large proportion of the year they are not profitable for either customer or company. The solicitor who follows his ranges closely is able to seize the opportunity, which sooner or later will arise, to remove the wood stove and thus establish the electric on a satisfactory basis. The months of April, May and June are the most opportune time for this to happen, and, therefore, this feature should be watched very closely during the next three months.

One very good plan for securing range customers is by the installation of hot plates in conjunction with other appliances. The customer becomes accustomed to cooking by electricity in a small way, and whenever his means will permit he will put in a real range. The fact that such a unit returns only \$1 to \$1.50 per month means nothing, because even at that it is probably more remunerative in proportion to its demand than is the regular electric range.

The restaurant and hotel cooking field promises to be one of the best fields for electric cooking activity. A complete electric restaurant on our lines produces an annual revenue of \$57.88 net per kw. of 5-minute maximum demand, the maximum demand being 5½ kw.

Northern Electrical Company of Duluth says: "We enjoy every issue of ELECTRICAL MERCHANDISE and find it very beneficial in more ways than one."

MERCHANDISING METHODS

Salesmanship Management Window Displays Advertising

Reciprocal Appliance Co-Operation

How a Leading Contractor and a Central Station Worked
Together on a Campaign That Sold 983 Irons in Five Weeks

THE Louisville Gas & Electric Company has proved that appliance campaigns can be conducted as effectively by the contractors as by the central station itself—provided the central station does its part. Single-handed, the contractor is under serious handicap. With the proper assistance—sympathetic, practical assistance—the contractor can do the work exactly as well as the central station. Louisville has proved it.

On February 1st, the H. C. Tafel Electric Company started a flat-iron campaign to sell Westinghouse flatirons. The proposition was a 6-pound iron at \$3—terms, 50 cents down and 50 cents per month. If the customer preferred to pay cash, a discount of 10 per cent was allowed. The manufacturer's perpetual guarantee was made a part of the sale agreement. In event of any payment being defaulted, the customer agreed to return the iron in full settlement of the account. Where there was a doubt of the customer's credit standing, references were required, and where these were of no commercial standing the case was referred to a local retail credit agency. The customer's receipt for the iron was secured upon the same card as the sales contract, so that there was but one document required to record the entire transaction.

The campaign was organized as follows: The city was divided into nine districts and a man employed to cover each district. The customer list of the Louisville Gas & Electric Company was copied from the meter readers' records onto what was called a "history card." These cards were numbered consecutively with a numbering machine and so filed, the purpose being to keep them in the same order and sequence as the meter readers' routes. This facilitated the solicitors' canvass, as the meter routes were laid out with the idea of saving steps. Each morning, the nine salesmen were each given about 50 of the history cards, with instructions to get all the facts called for by the form as well as to get orders. In event of a sale not being possible, the salesmen were instructed to leave an iron on trial for a week.

The supplying of the "history cards" with all residence customers' names to

this contractor was the first big step in the lighting company's plan of practical co-operation. A great many central stations refuse to give such lists to anyone. They seem to have an idea that this privilege will be misused, that something will be done or said to disturb the delicate public relationship, that the customers will resent being solicited to buy appliances and will vent their resentment upon the lighting company. That this attitude of trembling secretiveness is unjustified has long been our contention, but it is not a matter to argue about. Sooner or later, these timid companies will learn from the experience of their more liberal confreres that there is no risk, but much profit, in opening their territory to those who want to sell appliances. Louisville has proved the point conclusively.

The Tafel campaign ran along for about ten days with very indifferent results. The men employed had never sold electrical appliances before, and the meager results were a source of discouragement to all concerned. Here was where the farsight and liberality of the lighting company was again manifest.

Robert Montgomery, manager of the commercial department of the Louisville Gas & Electric Company, studied the work of the salesmen and concluded that their non-success was due almost entirely to their inept method of approach. The men would go to a house and open up about as follows:

"Is this Mrs. Brown? Have you an electric iron or toaster?"

Mrs. Brown, with a natural antipathy for house-to-house canvassers, would usually reply that she had, that being the easiest way to rid herself of the man whom she mistakenly considered a pest.

At Mr. Montgomery's suggestion, this method of approach was abandoned, and he instructed the men to immediately hand the prospective purchaser the iron and open up the solicitation with a talk upon the merits of the appliance and the labor-saving advantages of ironing the electric way. "It is guaranteed for life," was the first statement, "and can be purchased for only 50 cents down and 50 cents a month." This introduction was followed by a demonstration of the iron and an explanation of its low cost of operation.



This Crew of Salesmen Sold Almost 200 Irons a Week for Five Weeks.

To many managers of salesmen, the approach is considered a minor matter. If the man makes good he is a good man, if he doesn't he isn't. Searching out the man's faults and correcting them is seldom studied as a serious department of sales management. Mr. Montgomery, however, realized that, in the first place, a man is badly handicapped who is compelled to ring a doorbell and ask for "the lady of the house," so he supplied Tafel's salesmen with the correct list of names. When they failed to make good with the list he took the trouble to find out why, and corrected the first obvious mistake—their clumsy approach. And his work was justified by results. For whereas these men did practically nothing during the ten days before he took them in hand, they almost did miracles afterward; they sold 983 irons in five weeks, or an average of almost 22 irons per man per week.

IN explaining Mr. Montgomery's co-operation, it must be understood that his company handles no appliances—not even lamps—and does no wiring. Contracting and the sale of electrical merchandise is left entirely to the electrical dealers. This is a matter of company policy. But because the "powers that be" do not let him sell directly is no reason, in Montgomery's mind, why he should sit passively by and watch opportunity slip away. He can't sell directly, but he can promote and encourage aggressiveness and efficiency in the local dealers. Therefore, he assists them in getting up their advertising; he helps them to plan campaigns; his department acts as a clearing house for selling ideas and commercial inspiration. Should a dealer be "up against it," as Tafel was when his crew of nine salesmen failed in their first ten days to produce results, Mr. Montgomery jumps in, helps to locate the trouble, and bends every energy toward correcting it.

There is nothing philanthropic about this policy. The Louisville Gas & Electric Company makes it pay in dollars and cents. Thus, during the Tafel cam-

paign, Montgomery saw to it that the men were instructed to sell Mazda lamps, whether or not they succeeded in selling a heating appliance. And even if they sold nothing, the men were told to assure the customer that his company will be glad to deliver anything electrical at any time even though it is only one lamp. The customer is naturally pleased with the service offered and the salesmen not only secured large numbers of orders for

a smaller number of men, in their respective territories all the year around and featuring some special article according to the season, probably following up its iron campaign with a percolator campaign, one on a sewing machine motors, one on washing machines, etc.

This campaign of the Tafel Company carries a lesson which a very great many central station men in this country can ponder with profit. There is a well-



The Tafel Electric Company Runs An Up-to-Date Store on Merchandising Principles.

lamps and appliances other than irons, but they have made friends and permanent customers for the Tafel Company. These customers now know that they may telephone at any time an order for lamps or appliances which will be delivered promptly.

The Tafel Company is getting such good results from this campaign that it is considering seriously the idea of making the canvass a perpetual arrangement; that is, keeping the same men, or

grounded conviction that campaigns of this nature are impossible to conduct successfully through dealers. Robert Montgomery has proved that they can be, and he proves by the many similar campaigns which have been conducted successfully in Louisville during the past few months that the secret of success lies in co-operation that works both ways—reciprocal co-operation, if you please.

Tafel's success was not based upon the expenditure of ordinary effort in a virgin

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

H. C. Tafel Electric Co., Inc.

236 West Jefferson Street

Louisville, Ky. 1916

Please send me one of your WESTINGHOUSE ELECTRIC

\$2.25 Radiant Toaster
3.00 6-lb. Iron.
3.75 Turnover Toaster

for which I agree to pay 50 cents upon receipt, and 50 cents each month until same is paid for in full, these payments to be made at our office.

My failure to make payments as above will signify my willingness to return same in full settlement of unpaid balance.

Should I decide to pay cash in full upon delivery of the above I will be allowed a special 10% discount.

Guarantee: It is understood that you and the Westinghouse Co., guarantee all parts of the above for one year and the heating element FOREVER if operated under normal conditions and at voltage which I am now using.

Received today 1916, according to above conditions one

in good order and made (first 50 cents) payment
(full \$ less 10%)

Salesman No. Tel. No.

CUSTOMER CARD

		Has Iron	INTERESTED IN	WHEN
Name	Sold for Cash			
	Sold on Payment			
	Wants Scout			
Address	Could not see			
	Call later			
Telephone No.				
Salesman	No.			
		Did not want Iron. Why?		

Form of Contract Used in the Campaign. It Contains Every Essential Fact, Yet Is Simple and Brief.

Form Used in Securing Census of Customers. A Record of This Sort Should Be Maintained by Every Central Station.

field. Louisville, with 24,000 residential customers, has over 12,000 flatirons on its lines. Of these, 5,000 irons have been sold within the past two years. The ter-

ritory has been aggressively "worked," and the remarkable showing made in this effort is to be credited to intelligent, liberal, inter-mutual co-operation.

Grays Harbor Appliance Campaign

How Six Salesmen Sold Four and Two-thirds Appliances Each per Day

By W. S. MENDENHALL



ALTHOUGH February, when the ground is covered with snow and when light bills are still high, would not usually be selected as the ideal time to put on an appliance campaign, we made a success of it.

The campaign lasted three weeks, starting January 31st and ending February 19th. It was conducted by advertising, cooking demonstrations at our salesrooms, and by personal calls on each consumer.

For two weeks previous to the campaign we used small footnotes in our regular advertising space, announcing its coming, as follows:

"Beginning next Monday, the Grays Harbor Railway & Light Company will inaugurate a new plan of co-operation between the company and its patrons. By special arrangement with the General Electric Company, a number of their electrical appliance experts will be in the city, and will call upon each of the patrons for the purpose of giving full information in regard to the advantages of electrical appliances, and their uses.

"This is a good opportunity for all those using electricity to obtain the information which they especially desire in regard to electrical appliances, and it is the desire and hope of the company that these men will be given a cordial reception.

"At the same time, Miss Maude A. Murphy, an electrical appliance demon-

strator from Boston, will be at the salesroom of the Grays Harbor Railway & Light Company giving demonstrations each day. Miss Murphy has a national reputation in her line of work and Grays Harbor is especially favored by having her here for two weeks.

"A cordial invitation is extended to all that possibly can arrange, to pay Miss Murphy a visit during her two weeks here.

"In connection with this, electrical appliances will be offered at a considerable reduction. This should prove especially

attractive as all indications point to a raise in the price of cooking and heating appliances in the very near future, due to the increased cost of raw material."

Two days before the campaign started we distributed by hand to every consumer's doorstep a well-designed handbill 18 x 22 inches, printed on white book paper. This handbill told of the coming campaign, explained that our representative would call soon, that they would be glad to discuss electric service in the home generally, and would show some of the latest electric home devices. It also told about the electric cooking demonstrations to be conducted at our salesroom every afternoon, and contained pictures and descriptions of the various appliances that were offered at greatly reduced prices. It was clearly stated that the General Electric Company had authorized us to offer these reduced prices.

The house-to-house calls were made by six experienced campaign salesmen. Three rigs, horse and buggy, were engaged and two men were assigned to each rig. Each man used a suitcase to carry a sample of each appliance, and an extra stock of the various appliances was packed into the rig from which deliveries were made as fast as sold.

The routes of these rigs followed very closely the meter routes. Previous to the campaign, we had cards 4 x 6 inches printed which we called "prospect census." Spaces were provided on these cards so that by a few check marks the salesman calling could show the complete electric, gas or wood equipment of the home, also in what other electric equipment the people were interested, and what he had sold during this campaign. A space was provided for the name and address, and these cards were run through our complete list of consumers in the addressograph machine. Thus, when the proper check marks were put in, we had a complete census of the electric equipment in the homes of our consumers. These cards will be kept and used.

After the cards were run through the

PROSPECT CENSUS

Service		Light with <i>Elect</i>		<i>John Doe</i>	
Cook with <i>Hot</i>		Water Heater <i>Hot</i>		<i>120. 11/12</i>	
Gas Appliances		<i>None</i>			
	HAS	INT.	LEFT		REMARKS
Elect. Wiring	✓				<i>Much interested in 35.00 vacuum cleaner</i>
Elect. Fixtures	✓				
Elect. Drops					
Iron	✓				
Toaster					
Percolator		✓			
Grillstove					
Grillstove					
Other Grill			✓		
Disc Stove					
Heating Pad					
Elect. Sweeper					
Elect. Washer					
Impr. Heater					
Radiator					
Chafing Dish					

Date *7/17-16* By *Allen*

It Is Interesting to Compare This Census Card with the One on the Previous Page.

BROWN, THOMSON & CO., HARTFORD, CONN.
 NEWCOMB-ENDICOTT CO., DETROIT, MICH.
 BARRETT HARDWARE CO., JOLIET, ILL.
 HAVENS ELEC. SUPPLY CO., ALBANY, N.Y.

MARTIN & NAYLOR CO., GLOVERSVILLE, N.Y.
 HALLE BROS. CO., CLEVELAND, OHIO

WM. HALL ELEC. CO., CLEVELAND, OHIO

SAMUEL KATSENSTEIN, CLEVELAND, OHIO

BOGGS & BUHL'S, CLEVELAND, OHIO

ERNST ELECTRIC CO., CLEVELAND, OHIO

LOED & SUTLOFF, NEW YORK CITY

ROBERTSON COMPANY, TORONTO, CAN.

AVERTON ELEC. CO., COLUMBUS, OHIO

GINGER BROTHERS, MILWAUKEE, WIS.

SHEEHAN, DEAN CO., ELMIRA, N.Y.

NORTHWESTERN SUPPLY CO., SEATTLE, WASH.

M. O'NEILL COMPANY, AKRON, OHIO

ERIE HARDWARE CO., ERIE, PENN.

IRON CITY ELEC. CO., PITTSBURGH, PENN.

CARSON-PIRIE-SCOTT CO., CHICAGO

WOLF DESSAULT, ST. WAYNE, IND.

A. SCHLUTTER, OAKLAND, CALIF.

DAVIDSON BROS. CO., SIOUX CITY, IOWA

JOHN BREWER CO., OAKLAND, CAL.

RURO DRY GOODS CO., ST. WAYNE, IND.

BOLTON ELECTRIC CO., ALEDO, ILL.

H. P. WASSON CO., INDIANAPOLIS, IND.

P. H. GROSS HDWE. CO., MILWAUKEE, WIS.

THE MAY COMPANY, CLEVELAND, OHIO

MRS. IRIS HAMMER, CANAL FULTON, N.Y.

FRANK ADAMS ELEC. CO., ST. LOUIS, MO.

THOS. C. WATKINS, LTD., HAMILTON, ONT.

MRS. MARY BIGBEE, SPRINGFIELD, MASS.

T. W. COPE & CO., ALLIANCE, OHIO

J. N. ADAMS & COMPANY, BUFFALO, N.Y.

B. B. FOWLER COMPANY, GLEN FALLS, N.Y.

HANSON & DICKSON, AMSTERDAM, N.Y.

FERGUS ELEC. COMPANY, ZANESVILLE, OHIO

JNO. BREUNER CO., OAKLAND, CAL.

ELLIOTT, TAYLOR & WOOLFENDER, ST. LOUIS, MO.

SMITH, BRIDGMAN & CO., FLINT, MICH.

KINNEY & LEVAN CO., CLEVELAND, OHIO

ALMS-DOERKE CO., CINCINNATI, OHIO

SIDLEY, AUSTIN & LUTHER, ST. LOUIS, MO.

THE S. A. BROS., CLEVELAND, OHIO

BUSH, CLEVELAND, OHIO

MISSOURI, CLEVELAND, OHIO

TULL, CLEVELAND, OHIO

JAMES, CLEVELAND, OHIO

ROBT., CLEVELAND, OHIO

J. H. B., CLEVELAND, OHIO

SIBLEY, CLEVELAND, OHIO

J. C. M., CLEVELAND, OHIO

C. H., CLEVELAND, OHIO

LION, CLEVELAND, OHIO

MIDDLETOWN GAS & ELECTRIC CO., MIDDLETOWN, OHIO

WARNER EDWARDS, CLEVELAND, OHIO

SPRINGFIELD, OHIO

SHAWNEE SUPPLY CO., SHAWNEE, OHIO

ZOLLINGER, CLEVELAND, OHIO

A. M. JOHNSON, CLEVELAND, OHIO

BARLOW, CLEVELAND, OHIO

BRICE, CLEVELAND, OHIO

RORAN, CLEVELAND, OHIO

YOUNG, CLEVELAND, OHIO

COMMONWEALTH EDISON COMPANY, CHICAGO, ILL.

MARSHALL FIELD & COMPANY, CHICAGO, ILLINOIS

JOHN BREWER COMPANY, SACRAMENTO, CALIFORNIA

JOHN BREWER COMPANY, MINNEAPOLIS, MINNESOTA

ST. LOUIS, MO.

SISSON BROS. WILDEN CO., BINGHAMPTON, N.Y.

TOLENT RY. & LT. CO., TOLEDO, OHIO

C. B. WILSON, BATTLE CREEK, MICHIGAN

WILSON COMPANY, BUFFALO, NEW YORK

LEONARD HDWE. CO., YOUNGSTOWN, OHIO

BROS. COMPANY, SYRACUSE, NEW YORK

PHILADELPHIA ELECTRIC CO., PHILADELPHIA, PENN.

LIPMAN-WOLFE COMPANY, PORTLAND, OREGON

GEO. F. OTTE COMPANY, CINCINNATI, OHIO

J. BUCHANAN SUPPLY CO., PHILADELPHIA, PENN.

GEO. M. RENKLEFF, SANDUSKY, OHIO

ORCHARD & WILHELM CARPET CO., OMAHA, NEBR.

LEOPOLD FURNITURE COMPANY, CLEVELAND, OHIO

DOHRMANN-COMMERCIAL CO., SAN FRANCISCO, CAL.

- Why not for you?

On this page you will find the names of a few of the thousands of Hoover dealers—a few of the topnotchers in Hoover sales.

Not one of these dealers but that has done a business of \$5,000 or better on Hoover Suction Sweepers. They range from dealers in the great metropolitan centers to those in towns of under 2,000.

For every dealer where there is electric current, there is a big opportunity to make money on Hoover Suction Sweepers—an opportunity that is not present in any other vacuum cleaner.

The Hoover is the only electric carpet sweeper and vacuum cleaner combined. The only cleaner that has the electric-driven brush, *which makes the suction effective.*

This brush of soft hair, rapidly whirled by electricity, sweeps up all lint, hair, threads—also shakes to the surface the heavy imbedded dirt, so that the suction carries into the dust bag *all the dirt*, leaving the carpet or rug *clean*, not half nor a quarter cleaned.

The Hoover Suction Sweeper Co.

908-E E. Maple Ave., New Berlin, Ohio

THE HOOVER

SUCTION SWEEPER

Sending the coupon will bring you our full proposition

Sending it won't put you under the slightest obligation. It will merely let us know that you are interested to the extent of having us tell you the reasons *why* the Hoover is making selling records for dealers that no other cleaner can equal and our proposition to you as a new Hoover dealer.

The Hoover Suction Sweeper Co.

908-E E. Maple Ave., New Berlin, Ohio

With the understanding that no obligation is incurred, kindly send full particulars of your proposition.

Firm name.....

Your name.....

Address in full.....



A Personal Message to Every Grays Harbor Housewife



\$3.35
Regular Price \$5.00
TEN PINCH HOT TOAST
Use on the table and make toast as you need it. It's handiest, makes it an ornament in any home—and there is a difference between electrically heated toast and other toast. Try it!

To Our Patrons:

We are planning big things for the new week beginning Monday, January 31st, and ending Sunday, February 5th.

The General Electric Company, the largest manufacturer of electrical goods in the world, have loaned us the services of their corps of experienced heating appliance operators, and we are, during these two weeks, to have one of these men call on each of our customers at their homes. The purpose of these visits will be to learn approximately how many appliances we are in use in Grays Harbor, and also to replace the many new sets of electricals in the district here. If any of your appliances are not working properly, or if you have any "electrical troubles" of any kind, please call the man who visits you, or one of the short subjects of these two weeks' campaign is to bring the "operator" and his partner to cheer much with each other through this personal contact.

As an added feature of this educational campaign, the General Electric Company has authorized us to make some exceptional prices on its entire line of appliances, and if you need a toaster, a percolator, a heating coil or any other electrical device in your home or small office you will find yourself at these special bargains, which are from 10 to 25 per cent below the regular sale price, and which will never be offered again. There are no better heating devices made than General Electric.

We urge the campaign of the coming two weeks will be mutually beneficial and bespeak for the appliances who will call on you the most courteous treatment.

This corps of appliance operators and Miss Murphy, electric appliance demonstrator mentioned below, will be in Aberdeen and about Feb. 10th, at which time they will be transferred to Hoquiam. Watch our ad space in papers for announcements of definite date.

Truly, very cordially,
GRAY'S HARBOR RAILWAY & LIGHT CO.



\$5.75 to \$6.35
Regular Price \$8.50 to \$10
Coffee Percolator

Finest quality copper body, heavily nickel plated and polished.

You have never tasted good coffee unless you have tasted "percolated" coffee. See home demonstrated.



\$2.95
Regular Price \$3.75
The Perfect Electric Range

IF YOU HAVE no electric iron or if the one you have is not satisfactory, this is the one for you to buy. Nickel finish, over hundred minimum current consumption, best stand, well protected cord. Guaranteed.



\$2.40
Regular Price \$4.00
THE UTILITY GRILL. A home electric broiler, can also be used for toasting, frying, broiling. There is a different taste to meat broiled by electricity, less shrinkage; too, on all the pieces are kept in. Try this latest electric home help. It saves the gravy.



\$4.70
Regular Price \$7.00
The G. E. Radiant Grill

The most useful appliance ever made for the table.

Complete with frying pan, this device makes an ideal breakfast set.

Will broil, toast, fry or roast perfectly. Is fully nickel plated and comes complete with tray and cord.

MISS MAUDE A. MURPHY
OF BOSTON, who has had special training in the laboratories of the General Electric Co., will hold demonstrations daily at our salesrooms.

Miss Murphy is an expert on the use of electricity in the home, and it is hoped that a large number of Grays Harbor ladies will avail themselves of this opportunity to become more familiar with the use of the most modern and reliable servant, electricity.

The latest types of Electric Ranges will be displayed.

REFRESHMENTS SERVED



Electric Chafin Dish, \$9.35
Regular Price \$14.00



Electric Hot Plate
4 in. and 6 in. \$3.25 to \$4.75
Range Price \$4.50 to \$7.25



Electric Tinfoil Radiator, \$4.00 Regular Price \$6.00



Grays Harbor Railway & Light Co.

Aberdeen Hoquiam Cosmopolis



This Ad Might Serve as a Model for Every Central Station. It Is Hard to See How It Can Be Improved Except in Unimportant Details.

addressograph, our cashier censored them. Consumers whose credit was first class were marked "A"; those who were slow or a little doubtful were marked "B," and those whom we were willing to sell only for cash were marked "X." Thus the salesman had a reliable guide to go by in making sales. "A" consumers could buy all they would without any payment down. From "B" consumers he would try to get as much of a first payment down as possible.

The terms given were as follows: 25 per cent cash and the balance in five equal monthly installments. The first

payment was decreased in some cases if the salesman found it necessary.

Every sale was signed up on our regular "conditional sale contract" form, and the second copy left with the purchaser; thus there could be no misunderstanding as to prices, terms, etc.

Each morning new stock was checked out to the rigs and each night the unsold stock was checked in. Each salesman kept his same samples from day to day. At night each salesman filled out a daily report blank showing sales with names and addresses, cash received, etc., for the day, with contracts signed and "pros-

pect census" cards of those who had been called upon.

The cooking demonstrations were discontinued at the end of the second week as we had originally planned on only a two weeks' campaign, and in our case the demonstrations were not very productive of results anyway.

During the campaign we sold 555 appliances, including two electric ranges. Of these, 439 were sold by the six salesmen. The total number of days actually put in by the salesmen was 105, making an average of 4.66 appliances sold per day per man.

By way of comment on this campaign we feel that it was a success, although it did not "pay its way." The \$3,192.93 yearly revenue has been put on our lines without any added outlay for equipment. There will be no added expense for meter reading and no added office expense.

Probably the cooking demonstrations and considerable of the newspaper advertising could have been eliminated without serious loss of sales. It was the good work of the men in the field that brought in the business. The sales were very satisfactory, only about two per cent of the appliances were returned.

The salesmen were paid a salary and 2 per cent commission, which seems to be a good plan.

Of the 555 sales, 300 were irons and 128 were the utility grills. We had not anticipated so many iron sales as we felt that the territory was fairly well saturated. This probably indicates that in almost every community there is a good field for irons if properly campaigned.

A feature of the iron selling was our offer of 50 cents for any old electric iron turned in toward the purchase of a new one. This brought in about 75 old irons, which were just about ready for the scrap heap, made us many satisfied customers and friends, and saved us a deal of repair trouble in the near future.

The writer sees no reason why such a campaign could not be conducted with equal success in almost any community, providing good salesmen could be secured.

Many Electric Stove Manufacturers

Few men, even among those interested in the matter, realize how rapidly the electric stove and range business has developed. Only a few years ago there were but two manufacturers devoting themselves exclusively to electric ranges, and these endured a most precarious existence. To-day there are sixteen manufacturers in the business making more than fifty different styles and types. Some of these manufacturers have not yet offered their goods except in a small way and for purposes of test. The majority, however, are in the business in a big way and with the intention of placing the electric range quickly on a par with coal and gas ranges.

Record of G. E. Heating Device Campaign at Grays Harbor, Jan. 29 to Feb. 19, 1916.	
Total number appliances sold, including two ranges	555
Total invoice cost of appliances, f.o.b. stock room	\$1,498.90
Total selling expense, including cost of demonstration, groceries, salaries, commissions, advertising, rigs, etc.	773.04
Total cost of campaign	\$2,271.94
Total selling price of appliances sold	\$1,910.35
Total expense of campaign above profit on appliances	\$361.59
Total kilowatts put on lines	307,432
Total net yearly revenue from same	\$3,192.93
Total net monthly revenue from same	266.08
Average net yearly revenue per kilowatt put on lines	10.39



This Night Photograph

taken in a classroom of Addison School, Cleveland, Ohio, shows the results obtained by using 3031 x 14 Sudan bowls, with 200-watt

clear Mazda C lamps, and No. 0738 holders.



DIFFUSED ILLUMINATION

FOR OFFICES, SCHOOLS AND DRAFTING ROOMS

For semi-indirect illumination there is no glassware superior to Sudan. It is a heavy-density opal of such consistency that it completely hides the lamp, but permits enough light to filter through to bathe the bowl in a soft, cheerful glow. The bowl and fixture shown here are so designed as to re-direct the light over a wide ceiling area, thus securing a uniform distribution throughout the room.

3031 Sudan insures eye comfort, is pleasing in appearance, and furnishes an abundance of diffused illumination on the working-plane.



IVANHOE-REGENT WORKS

of General Electric Co.
CLEVELAND

OHIO



For all Canadian business refer to Canadian General Electric Co., Limited, Toronto, Ont.

8,300 Wiring Contracts in Two Years

Louisville Sets a Record with a Crew of Only Six Housewiring Salesmen

AS indicating the tremendous opportunity which exists for the securing of house wiring business, the record of the Louisville Gas & Electric Company is worth study. In two years this company has secured 8300 house wiring contracts through the solicitation of six men.

The company advertises and solicits, but has no part in the wiring contracts that are secured. It is simply a general agent for the Louisville contractors. The company salesmen bid upon the wiring on an established price schedule, but the actual business is transacted between the householder and the contractor. The latter accepts the order, does the wiring, attends to his own credits, carries his own accounts and makes his own collections. The company renders no assistance whatsoever except in the matter of advertising and soliciting.

The city is divided into six districts, each in charge of a competent salesman. Accurate records maintained by the company show that of approximately 50,000 buildings of all classes, some 24,000 or

about one-half are wired. At present there are 9000 houses adjacent to the company's lines which are not equipped for electric service. These are now being signed up at the rate of better than one contract per man per day. The company expects to keep up its work along present lines until the city reaches a point of saturation. Right now, they are concentrating on the buildings which can be served without the necessity of line extensions, though of course the newspaper and good-will advertising is exerting a steady influence upon the entire population.

The campaign at present directed toward the 9000 immediate prospects, consists of a series of six two-color mailing cards, four of which are reproduced herewith. The first of the series was mailed out near the end of March. The others will follow at two weeks' intervals, carrying the campaign almost up to the first of June. It will be seen that each of these mailing cards contains a strong, brief, cleverly presented argument. The use of the conversational style adds to

their readability, for it is well known that the average person will pay attention to dialogue when straight argument will not "get across." The two cards not shown in the illustration are quite as strong as those reproduced. One, an argument to the owner of unwired rental properties, reads:

"If the owner will not put in electric lights we certainly will not take the house, no matter how low the rent is," exclaimed pretty Mrs. Homemaker to the Renting Agent, and her husband promptly agreed with her.

"You see, we have just sold the house we built for ourselves at a good profit," said Mr. Homemaker, "and we got used to electric service and can't do without it. We used it not only for lighting, but for saving the wife time and work in many household tasks—and electric fans kept us cool in summer.

"It was the fact that the house was wired that helped me to sell it quickly at a good profit, and I made money on my investment in electrical equipment. The owner of this house is short sighted when



"What a pretty lamp, Mrs. Jones. I didn't know you had electric lights in your home."
"Yes and we wish we had them years ago now that we appreciate what electric service really means. We thought it would be expensive to wire, but it wasn't and we have a whole year to pay for an investment which adds a great deal to the value of our property and to our pleasure and comfort."
"I am an enthusiast about electric service now. Just do as I did and telephone Main or City 2182 and the Louisville Gas & Electric Company will send a representative who will give you a dependable estimate."

Ten o'clock and the washing all done



"I can do my washing and ironing the same day now that we have electric service," said pretty Mrs. Homemaker to her visitor. "Here it is four o'clock Monday afternoon and all the work is finished and I can go down town with you just as well as net. The electric washing machine and the electric flat iron have caused me to dismiss my laundress and do the work myself. I prefer to do it because it's so easy, and think of the money I save."

Call Main or City 2182 and the Louisville Gas & Electric Company will send a representative to describe the Homeowners' Housewiring Proposition with its low prices and easy payment terms.

Four o'clock and the ironing all done too



"Statistics show that a lot of fires are caused by old-fashioned lighting methods," said father as he looked up from the evening paper.
"Electric light certainly is the safest as well as the best," said mother as she glanced at the children, busy with tomorrow's lessons. "We did the right thing last fall when we had the house wired, and by extending the cost of the investment over a whole year we hardly notice the money. I feel safe now and the light is much better for the children's eyes. The electric iron you gave me saves me a lot of time and many steps, and when we get the electric washing machine, I can let the laundress go. Then next summer electric fans will help us live, eat and sleep in comfort. And our bills are very reasonable."
Call up Main or City 2182 and we will send a representative who will make a dependable estimate for you.

Electric service makes every breakfast in this home a happy one, eh kids!

"Electric service makes every breakfast in this home a happy one, eh kids!" exclaimed Mr. V. G. Mann as he glanced at his wife busy with the bacon and eggs in the electric table stove. "It's fine to have you with us during the whole meal—not running back and forth to the kitchen!" he continued. "And the fan is a regular bracer on hot mornings. If I had known all the comfort and convenience a little job of electric wiring could bring in this home, it would have been done long ago. And it seems to me the company's bills are mighty reasonable for all we get from the service."
Call Main or City 2182 and let the Louisville Gas & Electric Company send a representative to describe the low cost of installing electricity and the easy payment terms.



Four of the Series of Advertising Cards Used in Louisville. This Style of Copy Will Bear Close Study. It Is Effective When Not Overworked.

he refuses to put in this great modern convenience."

Call Main or City 2182 and the Louisville Gas & Electric Co. will send a man to make wiring estimates and explain the twelve months to pay offer.

The other, a follow-the-crowd type of ad, entitled "8000 Louisville homes have been wired and equipped for electric light in the last two years," carries its point in the following suggestive manner:

"Why does everyone seem to want electric service in their homes?" mused Mr. C. Urious Citizen as he walked home one dark night.

"That's easy to answer," replied his companion, Mr. M. O'Dern. "I understand that over 8000 houses have installed electric light in Louisville during the past two years, which is about one-half the entire number of electric users up to that time. It shows that people realize how the Mazda lamp has brought down the cost of lighting and how greatly people appreciate such labor-saving devices as the electric flat iron, washing machine, vacuum cleaner, toasters and cooking appliances. Just think how clean electricity is and how marvelously convenient."

"I guess you are right," said Mr. C. Urious Citizen, and he fished out of his pocket an advertisement of the Louisville Gas & Electric Company which told about the Homeowners' Housewiring Proposition with low prices and one year to pay for the investment—also that a representative would be sent if he called up Main or City 2182, which he resolved to do the next day.

Robert Montgomery, manager of the commercial department of the Louisville Gas & Electric Company, believes that these cards will produce the largest results possible for the money. He places a higher value upon them than upon a quantity of circular letters costing an equal sum. The cards are addressed by hand and mailed under a one-cent stamp. There is no return notice on the front and no signature or address. The company's name usually occurs in the body of each argument, and the telephone number, underscored for emphasis, is used invariably. The obvious evidences of an advertisement, however, are inconspicuous, which leads the recipient to read them, almost unconscious of the fact that they contain a business solicitation.

On the face of it, this is a very strong wiring campaign considering its very low cost. In a later issue, *Electrical Merchandise* will give the details of the results it accomplishes.

Whose Fault?

A man who is well known among electrical manufacturers recently remarked, "I believe that electrical apparatus as a class is sold to the consumer at prices

nearer to the actual cost of manufacture than any other class of merchandise." This manufacturer speaks from experience with merchandise of all classes. Can his conclusion be denied?

Is this condition due to inability or unwillingness of producers, wholesalers and retailers, to take an adequate margin of profit on the goods they make or sell?

It is undoubtedly true, says the *Emerson Monthly*, that central station men as a class have been largely responsible for present conditions, through a desire to stimulate the demand for apparatus and appliances and the mistaken belief that the best way to do this was to sell them without a profit. Fortunately, a majority of central stations now view the matter in the light of reason and realize they cannot maintain retail merchandising departments without cost any more than the dealer can. A few still cling to the old notion.

Let us hope that in the prosperous times of 1916 a great light will break in upon the last of these gentlemen who insist on selling appliances at cost, and show them that the American public which can buy a million automobiles a year, is able to pay the cost of handling as well as a profit on electrical merchandise if they want it.

Lockport Publicity Explains Rate Increase

IT is a mighty ticklish matter for a central station nowadays to raise its rates, because the trend is everywhere toward lower cost of electric service. So when the Public Service Commission of New York State authorized the Lockport Light, Heat & Power Company to increase its rates for electric light and power, it looked as though the company would have several difficult months ahead in keeping the confidence and good-will of the community it serves. This was especially true, because the Lockport

company's rates were formerly very low, and the increase applied to the large majority of customers.

Believing that the only way to place the company's case clearly and fairly before its customers was to come out in the open and take the public in its confidence regarding the reasons and necessity for the increase in rates, Edgar Z. Wallower, the general manager, caused to be prepared a series of ads stating the company's position and appealing to the fair-mindedness of its customers. The ads—one of which is shown herewith—and articles which accompanied them, explained very clearly the commission's reasons for granting the company a new rate schedule which would permit it to earn an adequate return on its investment. Almost coincident with this publicity came the reorganization of the Lockport Board of Commerce, in which Mr. Wallower was made chairman of the membership committee. Mr. Wallower's readiness to take enthusiastic hold of his civic duties and his policy of stating the company's case to the public soon won for him the confidence of the citizens of Lockport and naturally won for him what he had set out to win—the good-will and confidence of the community for the utility that served them.

It is another evidence of the value of a frank expression of policy on the part of what many estimable citizens still regard as a "soulless corporation," and an evidence, also, of the value of taking the public into your confidence.

N. E. L. A. Convention Exhibits

The exhibits of manufacturer-members of the National Electric Light Association will be housed in the Auditorium Theater, adjoining the Chicago convention headquarters. The new vehicle section will exhibit in the foyer—this being their first display since the amalgamation of the Vehicle Association into the N. E. L. A. The exhibition committee in its communication to class D members says:

"It looks now as if the Chicago convention would be one of the best attended of any in years. The Auditorium Theater, with its beautiful layout and decorations, admits of our making a wonderful display again this year and we are looking forward to hearty co-operation along these lines.

"President Lloyd is very anxious to have a large representation of class D members and promises to do all in his power to make the exhibit a success from every standpoint."

R. Hardie, Manager, The Glasgow (Scotland) Electricity Corporation Show Room says: "I find your monthly very interesting and helpful and wish my subscription to continue."

Confidence + Fairness = Good Will

A true test of an individual in his attitude towards the proposition of letting the other man have a fair profit on his goods.

You, Mr. Manufacturer and Mr. Merchant have during recent years faced the problem of increasing labor and material costs, and when it has come to a critical point you have been forced to raise the price or eventually go out of business.

At times like these, it gives you a warm feeling of gratification and appreciation when your customer instead of condemning you when you explain the facts, says:

"Every man must have his fair return. What is right is right. It is to my interest to see that you get a fair return on your investment, for you will then be able to give me better service in the future."

Since we have radically stated and explained the facts in connection with our recent revision of rates, we have had the satisfaction of receiving many expressions of this kind, in some cases from consumers whose bills were materially increased.

We have no feeling of resentment against those who have objected to this rate revision for we realize that matters of electric rates and public utility operation are very complicated and in nearly every case the man who has not understood the facts is the man who has made the strongest objection.

We are willing to spend our time and money to have you understand the facts, for we want your good will and that we can only secure on a basis of perfect understanding and confidence.

Yours for Good Service,
LOCKPORT LIGHT HEAT & POWER CO.
Edgar Z. Wallower, Manager

A Sample of Lockport's Good Will Campaign

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

Volume XV APRIL, 1916 Number 4

PUBLISHED MONTHLY BY THE RAE COMPANY

FRANK B. RAE, JR., President and Treasurer
17 Madison Avenue, New York City
Telephone: 7629 Madison Square
Subscription Price \$1.00 per year

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at the Post-office at New York, New York,
under the Act of March 3, 1879

RED BLOOD VS. GUM SHOES

The president of the United Railroads of San Francisco recently promulgated a set of rules for the guidance of his men. Among the list we find:

"Appeal to the public for fairness and justice. Deem it your right and duty to influence public opinion. Complain of the wrongs that are done to you. Expose the methods of corrupt or unfair politicians. Combat the arguments of muck-rakers and pseudo-reformers. Never allow an untrue charge to remain unchallenged. Circularize the public."

If that principle had been adopted by public utility companies twenty years ago, there would be to-day practically no such thing as municipal ownership. Utilities have learned by very bitter experience that gum shoe methods are both unpopular and unprofitable. The next lesson is for them to realize that two-fisted opposition to corrupt or asinine politics is the true solution of most of our utility, tax and commission troubles.

THE VALUE OF CONFIDENCE

A story recently came out, of a central station power salesman who secured an order for motors at a price \$100 higher than the quotations of contractors and motor manufacturers. In explaining this fact, the salesman declared that he signed the order because the customer had absolute confidence in the central

station, and knew that the motors would be kept in service.

A great many central station executives who think that the fact that the power company is getting its income from current justifies a sell-at-cost policy on current consuming apparatus, will probably cite this case as "the exception that proves the rule."

FOOTLESS COMPETITION

A syndicate of more than usual acumen publishes in its monthly bulletin an account of a gas solicitor who "induced six former users of electric light to take down their electric fixtures, remove the wiring from their houses, pipe them for gas lighting throughout and install straight gas fixtures."

While one instinctively admires the aggressiveness and thoroughness of the salesman, it is impossible not to question the quality of management that directed him.

REGULATION IS NOT MANAGEMENT

A paragraph in the recently issued annual report of the American Telephone & Telegraph Company points out a growing danger from national, State and municipal boards of control. This danger is that such regulation, when carried too far, usurps the functions of management, and hampers the efficient operation of the utility by interposing strictures of a trivial nature.

Such a tendency should be met promptly, and checked. It is pretty well admitted that regulation of utilities has served a useful purpose from which public utilities industries and the public have alike obtained benefits, but when regulation attempts the duties of management it forgets its proper function and becomes nothing more than meddling interference.

A LESSON IN UNRELIABILITY

In a recent private discussion of the comparative cost of gas and electricity for cooking, the figures of a prominent engineer were cited. "I should hardly accept those figures," said one of the men present. "I happen to know that Mr. So-and-So works for a combination company, and that he was instructed to get up those figures from the gas department standpoint."

Which proves the futility of price comparisons. It has been aptly, if brutally, said that "figures don't lie, but liars sometimes figure." Not that an engineer

consciously sets out to misrepresent, but when he is hired to hold a brief for one side, he would be doing less than his duty not to place that side in the most favorable light.

A similar thought developed in a discussion of industrial electric heating, when a heating engineer remarked, "I can prove that either gas or electricity is the cheapest heat for any number of industrial operations. It all depends on which I am selling."

The lesson is this: Do not let a discussion of electric cooking descend to a discussion of comparative price. The engineer on the other side of the argument may know more than you do.

OBVIOUS

Two kinds succeed. One kind works hard—sweats, grunts, struggles and fights its way to the top. The other kind appears to take it easy—smiles, thinks, plans and concentrates. Of the two, those really live who work easily at hard jobs, not those who work at easy jobs. The moral of which is: If you cannot enjoy your work get work you can enjoy.

THE EXTRAVAGANCE OF INDIFFERENCE

"We want to get our house wired, but the lighting company doesn't do wiring and the electrical contractors are so unreliable."

"The tennis club has been trying to get some information about lighting the courts at night, but the lighting company doesn't seem to know or care anything about it."

Those two criticisms—indictments were a better word—indicate why it is that political highbinders are able to cause so much trouble to public utility companies. A few companies, by being completely and sometimes insultingly indifferent to those who come to them for advice and assistance in securing service, have kept alive the popular notion that the only way to treat a utility is to batter it with a club. The politicians provide the club. Nobody is satisfied with this method of dealing, but we all have the desire to "get even" when we have been insulted.

There is still a deal of reforming to be done within the industry. Companies that are working conscientiously to give both service and courtesy should not have to pay for the indifference of those who give neither.



Some of the 100 Uses

Advertising Banners
 Arsenals
 Athletic Grounds
 Automobile Show Rooms
 Bill Boards
 Buildings
 Building Fronts
 Chimneys
 Clock Towers
 Confetti Bombs
 Construction Work
 Dance Halls
 Docks
 Flags
 Fountains
 Freight Unloading
 Grain Elevators
 Manufacturing Plants
 Outdoor Theatricals
 Pageants
 Patrol Duty
 Prison Walls
 Quarries
 Rifle Ranges
 Signs
 Spectacular Lighting
 Statues
 Street Squares
 Toboggan Slides
 Water Tanks
 Winter Sports
 Etc., etc.

Flood Lighting Is More Than a Load Builder

SIMPLE installations may add only a kilowatt but the larger installations may run as high as 30 or 40 kilowatts. Fifty-nine G-E Projectors, each equipped with a 500-watt Edison MAZDA C flood lighting lamp, were used to flood light the State House at Boston during Electrical Prosperity Week.

But **any** installation, no matter how simple, is well worth while—for many others quickly follow. There are so many uses that you can easily find some particularly suited to your local conditions. Make the initial installation now—the publicity value alone will repay the effort.



EDISON LAMP WORKS
 OF GENERAL ELECTRIC COMPANY
 HARRISON, N. J.

Hunches from Here and There

A Half Dozen Merchandising Ideas Adapted from Clever Retailers

THERE is a difference between adaptation and imitation. The imitator simply takes an idea bodily and uses it without reference to its fitness. The adapter takes an idea, and cuts and trims and whittles it down until it exactly fits his purpose. The following hunches are all taken from clever merchants. Where these merchants got them I do not know. Nor does it make any difference. The point is that they are adaptable to the business of electrical merchandising.

* * * *

There have been a large number of guessing contests used by central stations to interest people in demonstrations. The usual scheme is to have people guess how many beans there are in a jar, or how many seeds in a pumpkin, or some equally flat scheme.

A clever electrical merchant recently did it this way: He rigged up a sort of wheel of fortune, using a bicycle wheel on the rim of which were painted numbers. This was driven by a sewing machine motor, the driving mechanism being concealed. Every visitor to the demonstration was induced to "take a chance" by pressing a button which started the motor. When the finger was removed from the button, the current was shut off, but the wheel, being weighted, continued to spin several seconds thereafter. Whenever a selected number stopped at the indicator the person operating it was given a souvenir.

This scheme can be varied in many ways. The basic idea is to employ some application of electricity which will create interest and amazement, which will include the element of chance and which any one can operate. Magnetism, light, heat or power can be utilized as the fundamental of the apparatus: the point to remember being that the public expects electrical men to "do it electrically," and we should not disappoint them.

* * * *

Pure drinking water is needed by everybody every day. The lighting company should maintain at a convenient point in its display room or office a drinking fountain supplied with pure, fresh, cool water. Individual cups are very cheap, and the advertising advantage of supplying them is considerable. It is not enough to have the water available: the fact should be made very evident by a sign prominent in the store as well as one near to the water supply.

Correct time also should be available in the lighting company office. A clock which can be seen readily from the sidewalk does more than anything we know to cultivate in the passing public the habit of looking into display windows. For those inside the store, a clock should be located at the most prominent position, and under it should be displayed in large letters an advertisement of timely nature. (No, that is not a pun.)

In almost every lighting company office there are clocks and drinking water, but in how many are these two prosaic conveniences employed to foster good will and for their advertising value?

* * * *

When somebody gives a woman a chafing dish or an electric percolator or even a flat iron, you may depend upon it that she is proud and enthusiastic—for a little while, anyway.

One electrical dealer turned this enthusiasm to his advantage by inclosing with each appliance he delivered an envelope containing half a dozen post cards showing a pretty girl using this particular appliance. The woman who received the appliance very naturally wished to boast to Cousin Mary and others, so she mailed the cards out with a little note, "I've got one, too." Not only is this good advertising, but it leads to later discussion of the convenience, and the owner of the appliance becomes not only a satisfied user but an active booster.

* * * *

The "cash coupon" scheme has never been overworked. A variation of this proposition was tried with good success by a lighting company during a housewiring campaign. A special wiring proposition was evolved. Then a letter was sent to renters in unwired houses telling them to take the coupon inclosed with the letter to their landlords, as it was worth five dollars when applied against the special wiring offer then in force. This gave the renter a basis for talking seriously with his landlord on the subject of wiring, and it also offered the landlord a practical inducement to wire up. The renter became, without cost to the lighting company, a very urgent solicitor.

* * * *

Everybody in the electrical business has seen—and probably used—a list entitled, "What one cent's worth of electricity will do." A clever variant of this scheme was worked the other day when a lighting company sent out a letter on



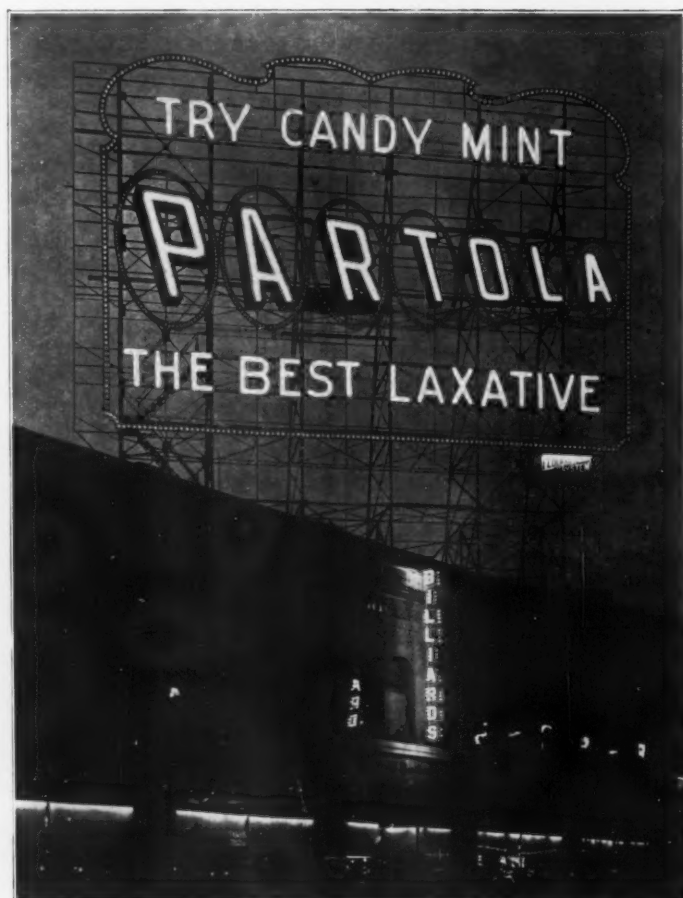
"American Beauty"
Electric Iron
The Best
By Ironing Board
Test
GUARANTEED FOR
ALL TIME

American Electrical Heater Company
1335 WOODWARD AVE.
DETROIT, MICHIGAN, U.S.A.
OLDEST AND LARGEST MAKERS


the side of which was such a list, and gummed to the top of the list a brand new penny. This visualized the value of the penny as measured in electric service, as no other method would. The letter that accompanied this clever scheme was a solicitation for house wiring.

The same scheme could be used in a variety of ways. For example, in making a special offer of a grill, a list of the different foods that could be cooked with one cent's worth of electricity would be effective. The use of the penny insures the reading of the ad.

do the people in your locality buy nationally advertised goods?



Of course the residents of your community *read* national advertising and *buy* nationally advertised goods. But, are you playing the part you *should* play in these national advertising campaigns? Are you selling the "juice" to large users of Electric Signs and Electrical Advertising Displays? Are you doing anything to induce a greater number of advertisers to advertise "*The Electric Way*"?

national advertisers know that FEDERAL electric signs are effective

Experienced national advertisers don't have to be *told* about the selling advantages of FEDERAL Electric Signs. They *know* because they *use* FEDERAL signs throughout the entire country with big results. But they do have to be *sold* on your territory as a field for Electrical Advertising. That's up to you. Let them know *why* and *how* they can get results by advertising in your locality.

should not more advertisers be using electric signs?

Figure it out for yourself. Is the number of Electric Signs in your territory anywhere in proportion to your territory's potential buying power? Isn't there loads and loads of room for more sign advertising—advertising that would be bound to pay big dividends in results? The trouble isn't with the community—nor is it lack of interest on the part of the advertisers. They're ready and willing to *spend* their money in your

territory, if you will only *lend* the right kind of cooperation, if you will place the *facts* before their eyes.

let us help you land the business

We have an interesting proposition to talk over with you, if you want to multiply your Sign Lighting income. We have a plan for getting more sign advertisers for your territory that only requires your active assistance to be a big success. It's entirely up to you to take advantage of this opportunity. It won't cost you anything nor obligate you in any way to get the full details. Don't you think you'd better write for them, NOW? In writing ask for bulletin No. 10.

FEDERAL SIGN SYSTEM (ELECTRIC)

1790 Broadway
NEW YORK

Lake and Desplaines Sts.
CHICAGO

618 Mission St.
SAN FRANCISCO

Branches in All the Large Cities

THE PROFESSION OF SALESMANSHIP

Self-Management

Education

Inspiration

Apostles of Progress

A Paper Delivered to the New Business Committee of the Ohio Electric Light Association

By E. BURT FENTON

I WONDER how many new business men think of themselves as missionaries—as evangelists—as apostles of a higher standard of living; of comfort, health and safety; of higher thinking and better morals. How many times a year do you think of yourselves as walking, hustling exponents of the Golden Rule?

To my own notion, the finest thing about our business is that when we sell something we "throw in" more than we sell; that the *big* accomplishment of our effort is the lasting good we do to humanity, rather than a row of figures trailing along behind a dollar mark. Not that I disparage the financial side of the business. Far from it. I am as fond of my pay envelope as any, and I know that that pay envelope must be filled from the toll taken for service rendered. But I am able to accept my pay envelope with better grace when I consider that every customer who has contributed to it has received a greater benefit from the service than his money paid for—that the other fellow is always "ahead of the game."

There is something inspiring in the knowledge that at this moment electric fans are relieving the sufferings of thousands of human beings lying on beds of illness—a good deal more inspiring than the knowledge that each of these fans is producing half a cent an hour of revenue for some central station.

It is worth a good deal more to know that the vacuum cleaner is lightening the burdens of half a million of the housewives of America, and making an equal number of homes brighter, cleaner, better tempered and more healthful, than that each of these machines will add ten cents to the monthly bill of its owner.

A wide and fascinating field of speculation is opened up when one tries to guess the number of washerwomen whose incomes have been increased, their labors diminished and their standard of living raised by the use of electric washing machines and flat irons.

It is the wonderful variety of things electric service does for those who use it, and the marvelous efficiency with which these things are done, that appeals to the imagination—rather than the fig-

ures the accountant sets down, divides up, juggles around and then adds together again. And I have discovered in my travels hither and yon that when electrical salesmen foregather to talk things over, the big end of the talk is "service."

It ought to be a matter of pride to every man in any way affiliated with electrical work that it was this industry which first put the Golden Rule into practical effect as a business proposition. This, it seems to me, is its best claim to greatness—its finest advertisement.

Thirty years ago the Golden Rule was regarded as good mental food for little girls whose pigtails were tied with pink ribbon. It was not looked upon as having the proper stamina for growing boys. And as for business—you can still hear the echo of the guffaws of the "sitters" around the stove in the corner grocery when the idea was timidly advanced. Why, the feller that thought the Golden Rule could be applied to business was a bigger dern fool than the crank who was here the other day and predicted that some day there would be horseless carriages! Visionary. Impractical. Might do for a preacher, but—business! That's different!

A decade later, perhaps, this good old precept got into politics, where it had rough sledding, not because there was anything wrong with the Golden Rule, but because of the variety of soft-boiled interpretations put upon it. However, it was well advertised during its political career, and that led to something worth while—as all advertising does.

Some of the men engaged in the industry at that period (or the worries that constituted the main part of the business) awakened one day to the fact that before they could hope to expand it, as it must be expanded or fail, they must *give service*. The awakening was rather sudden as those things go. The idea spread rapidly, was discussed at all the "get together" meetings, and acted upon by one company after another, until in a surprisingly short time the big word of the industry was SERVICE. The question was no longer: "How can we squeeze the last penny out of this or that class of business?" It was: "How can we give better service to the customers we have,

and thereby gain additional customers?"

The answer was the Salesman of Service. He sprang up in myriads, like the seventeen-year locust. The Salesman of Service thought out and tried out more ingenious ways of making people want his commodity than had ever been dreamed of in any other industry. He was the inspiration to inventors, who have now designed over 120 convenient, efficient, inexpensive household devices alone, to say nothing of the hundreds of appliances used in industries and commerce. He wrought a revolution in our whole social fabric. And the dominating principle of this new salesmanship was to help the other fellow first, and think of revenues afterward.

The idea has been carried out in the broadest possible manner. Who else could have thought of the policy of making a scientific study of other lines of business, in the interest of higher efficiency? The electrical industry has given to other business more intelligent, comprehensive, costly engineering service than many of them ever thought of providing for themselves—given it freely, cheerfully, gladly.

Many of you recall a most interesting paper, read at a previous meeting of the Ohio New Business Committee, on the "Utilization of Wood Waste." To those of us who have given this subject no previous study, this paper was a revelation. If we thought of the problem at all, it was that it was one which concerned the manufacturers of wood products. We found out that it is a problem that affects every individual in the country. The writer of that paper—an electrical engineer—had devoted much time to his investigations, went clear down to the roots of the subject and made recommendations that are of enormous value to every manufacturer in the country who uses wood. One of the obvious purposes of this paper was to show electrical salesmen a way to put their service into wood-working plants—but the big benefits from that research will be to the men in the wood-working industry. Do you know of any other industry that would do so much and spend so much time and money for the benefit of the other fellow, with a proportionately insignificant prospect of business for it-

self? Are these things done merely to sell a few more kilowatt-hours? Aren't they done, rather, to fulfill an obligation of service?

We of the electric industry may feel proud, too, that it is *our* industry that has set the example of *service first* to other great industries. In the language of the erstwhile popular song, "everybody's doing it now." The great transportation companies, the big manufacturers, jobbers, retailers—all are to-day putting the loud pedal on *service*.

Pick up the folder of any railroad company and you will find that particular company offers some special *service* that will appeal to travelers. One exploits its dining car service; another, the smoothness of its roadbed; a third, its safety devices. One of the big fellows has three points on which it prides itself. It tells, in big type, how many millions of passengers it has carried without killing one in a train accident; what proportion of its trains arrive at their destinations on time, and that it has nearly 50,000 women stockholders. I have often wondered about that—whether the company wants to show that the other fine records were made because of the large number of women partners in the enterprise, or in spite of them.

Every manufacturer of to-day follows his product into the hands of the ultimate consumer, backing it with his guarantee, until it is worn out or used up. This is true from automobiles to breakfast foods; from locomotives to hand towels.

The jobber is as proud of his service as of his wares. He doesn't merely want a customer. He wants a *satisfied* customer. He doesn't want merely a sale. He wants a hundred sales to the same customer. He will sit up all night to devise a new plan of service in connection with a line of goods that can be sold in two minutes.

And the retailer is bringing his service up to standard. The corner grocer no longer "guesses" that the order you gave him this morning may be delivered "some time this afternoon." He will have it there this morning. And, if anything happens to delay delivery, he is going to find out all about it and apologize for the occurrence. And the standard of service is constantly getting higher. No backward step can be taken. What was the best of service yesterday will be out of date tomorrow.

At the very root of the business policy of this industry—of every great industry—is the little old precept that had been lying idle for 1900 years waiting for some intelligent force to come along and make practical use of it:

The Golden Rule.

The Rule of Service.

The rule that sees *Give* before it considers *Take*—that sets the value of the *service* rendered above the *price* charged for it.

And you, new business men, are its apostles. You are the missionaries who are carrying the great Gospel of Service into the factories and marts and households of America, that all may profit thereby. In proportion as you live up to the ideals of the greatest, most beneficial industry the world has ever known; to the extent that you keep your toes squarely on the line of the Golden Rule, you and the companies you represent will grow and prosper and increase your opportunities for serving humanity. It's a big job, and the finest any man can have.

South America Market for Appliances

South America as a market for electrical appliances will be investigated during the next several months by Philip S. Smith, a special appointee of the Bureau of Domestic and Foreign Commerce, Department of Commerce, who sailed on April 15. Mr. Smith will collect samples, price lists and other commercial data, and will endeavor to find out why other countries supply South American needs when our own manufacturers are so abundantly able to do so.



New Factory Already Overloaded With Business

The new plant of the Century Manufacturing Company started in complete operation only two months ago, yet already it is overcrowded with business, and plans are being drawn for further enlargement.

The immediate success of this Company demonstrates that our claims of Quality, Service and Price are not exaggerated. We started in a small way and built the most modern electric sign factory in the world upon the merit of our goods, the reliability of our service and the fairness of our prices. We are now again enlarging to accommodate the growing business which we have built on *merit*.

Permit Us to Quote—*Just Once!*

**CENTURY MANUFACTURING
COMPANY, Inc.**

ELIZABETHTOWN, PA.

The Job of Being Bossed

TO accept and profit by bossing is a faculty which few of us possess. When we are hired to fill a certain position, we expect that there will be somebody over us who is boss. He is a more or less obnoxious person, as a rule. He tells us that we must do certain things in a certain way and at certain times, and he "bawls us out" when we fail to live up to the rules. Sometimes he tells us how to do things that we know better how to do, and we feel that he is either a four-flusher or a plain fool.

If we are gifted with independence of spirit or means, we rock along according to our own convictions, listening with respect to the boss's instructions and then doing as we please. So long as results justify us, we are safe to pursue this policy. We may realize that disregarding instructions is bad for the morale of the organization; we may realize that men of less ability, experience and common sense who observe our independence may adopt a like course of action to the detriment of the company's service. But we are not greatly concerned about that.

Now, it seems to me that this shows a lack of understanding on our part. It shows a lack of appreciation of an opportunity. For it is a fact that we, though underlings, are quite as much responsible for developing a good boss as the boss is for developing a good crew. A boss without a good crew is a failure, but a crew without a good boss is worse.

A fellow I know gets a good many of his ideas from the sporting page. He says, for example, that a team of star ball players who don't work in harmony with each other and with the manager, is worse than a team of bush league players who all pull together. He pointed out how, a couple of years ago, a team of "misfits" won a pennant while a team of stars splashed suddenly into last place. And while the newspapers and the public gave the credit to the manager for making the pennant-winning team, my friend proved that the credit really belonged to the men, because they "made" the manager.

And this is how he figures it: A boss makes mistakes. If the men, knowing these mistakes, simply disregard instructions and work independently, the boss gets to be a worse boss and the men are not better men. But if the men follow instructions and results are disastrous, then the boss learns to change his methods, or there is a new boss. He also learns to respect the abilities and loyalty of his men, learns to give them a wider latitude for independent action, and he learns—which is most important—that there is a difference between management and driving.

Not long ago, a young chap was put in charge of a crew of central station salesmen who were scattered over several

towns. Not being able to talk personally with the men as often as he wished, he adopted the alternative of writing them occasional "ginger letters," telling them how to sell. Some of the men knew more about selling than he did. That often happens. Some of the best salesmen in the country are mighty poor salesmen. In this case, instead of taking the "ginger letters" in the spirit in which they were offered, and helping to develop the boss into an efficient manager, this crew "got sassy" and tried to prove to their chief that he was a blithering idiot. One of the men, for example, wrote back as follows:

"I have been in this business pretty close to four years now. I always had a good reputation as a salesman, but it seems that of late my sales are not as satisfactory as they used to be.

"I have had, now, several letters instructing me how to sell and how to approach people. My dear friend, I am kind of original, and those instructions are out of place to me. Probably they will do some good to someone green in the business.

"As far as I am concerned, I like to do my own business in my own way, and if my way of doing business don't suit, you know we are not married."

The result, naturally, was a fight. The salesmanager wanted to fire the man, but his superiors wouldn't let him because the man was a producer. And because he wasn't fired, the man rode rough-shod over the salesmanager, and bragged of his independence. Other salesmen, who weren't too valuable to be fired, followed this man's lead. The organization was ripped to shreds, and sales suffered.

Most men would say, thoughtlessly, that this up-start of a boss was wholly to blame. I'm not so sure of that. I believe that the men in his crew could have developed him into a first-class manager in time—for he was a clever fellow. These men couldn't see their opportunity.

"Man-Quality" in Salesmanship

COACH HAUGHTON of the Harvard football team was asked after the Harvard-Yale game to explain the method which won them so wonderful a victory over Yale. Mr. Haughton replied:

"We employed various psychological tests. For example, we studied the chorus girl (an interesting subject), and we discerned that while she was performing her wonderful gyrations upon the stage she was most attentive with her winning smile and goo-goo eyes to the Hon. John Baldpate in the front row.

"Now, applied to football, we trained our men to the extent that the regular and routine requirements of their positions were performed automatically, just like the chorus girl automatically performed her antics. We made the men

expert in the technique of football, and to become expert, mechanical operations must be performed automatically by the subconscious mind. This left the conscious mind free to deal with the exigencies which invariably arise during the game."

Charles F. Abbott, in a recent article on "Man-Quality in Salesmanship," uses Coach Haughton's method to emphasize the point that a salesman must have a thorough grounding in the mechanics (so to speak) of his proposition before he can approach a prospect intelligently. He goes on to say further that the same points brought out by Coach Haughton are applicable to salesmanship; that it requires a greater degree of self-mastery than any other vocation. Because the salesman is constantly dealing with the unknown quantity in human nature and constantly attempting to master personalities, he must master his own first, for therein lies the secret of mastering others.

Mr. Abbott once selected two men of equally commanding personalities, trained and educated them in the business they were to represent, and placed them in territories of practically equal value. One made good and the other failed. Why?

One mastered himself. He applied well-defined business principles—the basic mechanical principles of business—to his work, just as Coach Haughton drilled his players to apply the basic mechanical principles of football. He looked upon salesmanship as a science. He planned his work, and knowing his plan made a success of it.

The other man lost himself in the details of the business. He neglected the man-side of salesmanship. He overlooked the fact that the customer was interested in what the proposition meant to him. Naturally, the man failed.

It will bear repeating for emphasis' sake that prospects are more interested in what the article to be sold will do for them than they are in its operation or construction. The short cut is to sell service. In fact, the entire tendency of selling nowadays is to get away from the merchandise.

You are selling central station service—not so many kilowatt hours of current. You are selling a service—not a commodity. And the more intangible and abstract a selling proposition becomes, the higher the man-quality demanded in the salesman.

The Customer's Viewpoint

IT is sometimes pretty difficult to realize that the customer is anything but an entire ignoramus. Because he doesn't know anything about our particular kind of merchandise, we fall into the error of thinking that he has no ideas on merchandising. This thought was called to mind by a recently printed item in *The Kodak Salesman*, in which a very skillful merchant of photographic apparatus

and supplies told of his experience in trying to buy an electric cleaner:

"A while ago my wife got the idea that a vacuum cleaner would be a good thing to have about the house, and I agreed with her, so we went on a still hunt to see what the market afforded.

"The first place we went into had them in several different styles, and the clerk trundled them out one by one and said this one was so much and that one was so much, but she didn't know anything about how much electric current they consumed, or which one was the more durable; in fact, about all she knew was the price. So we went on. In the next store we met a bright young woman, who brought out a cleaner and stated *positively* that it was one of the best on the market, and that she knew because she had personally tried most of them.

"She demonstrated it on a rug in the store; took it apart to show how it worked, and had my wife operate it to show her how easily it ran. Then she put on a funny little jigger on the end of the hose, and asked me for my hat and cleaned it. Then she asked my wife to allow her to send one out to the house for a thorough test, and also told me what it would cost per hour to run it. The cleaner came out and it stayed—because it had been well demonstrated and sold on its merits.

"It never pays to half show an article. Demonstrate it thoroughly or not at all. Never allow a prospective customer to go out without a thorough understanding of the goods shown."

Morton's Success-Code

Bert Morton, superintendent of the Rome (N. Y.) Gas, Electric Light & Power Company, has evolved and published a code of ethics which he characterizes as the essentials of success of his company and of every man in it. The code made such an impression that it has been printed and distributed among the company's customers as evidence of the standard which the management has set in its public relations. The code reads:

The Essentials of Success Are

Absolute and unflinching good cheer on the part of all who labor here. If you cannot learn to live and act this part, we cannot keep you.

Strong team work. Our "Distinctive Service" means a star team, not a team of stars.

Rare courtesy and instant alertness to the wishes of all whom we are privileged to serve.

Willingness to do the menial things as well as the highest.

The ability to keep sweet under all circumstances.

The faculty of seeing, anticipating and efficiently doing those unusual and oft-times little things that mark this as *A Place of Distinctive Service*.

In signing this code, Mr. Morton says, "I am going to live up to this, and so are the rest of you. Now in all kindness let me say this: if the ideals are too high here for any one to grasp, why quietly leave us who are in a measure able to understand."

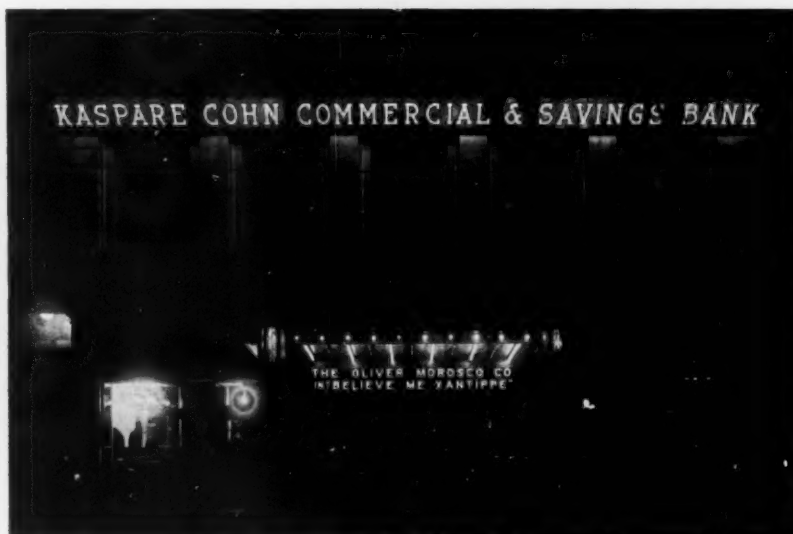
Electrical Week Poster Competition

In order to secure a large number of ideas from which to select the poster design which will be used in the coming America's Electrical Week, the Society for Electrical Development has opened a competition with five prizes aggregating

\$2000, divided as follows: Grand prize, \$1000; second prize, \$300; public choice prize, being the design submitted which receives the largest number of votes in a popular voting contest, \$300; art students' prize, \$200; school children's prizes, \$200.

The competition closes June 1, and the designs submitted will be passed upon by a jury including: John Quincy Adams, secretary, Municipal Art Commissions; Dr. James P. Haney, art director of New York High Schools; Arthur W. Wiener, president, International Art Service; Herbert F. Houston, president, Associated Advertising Clubs of the World

We Have Sold Five Bank Signs in Six Months



The banks of Los Angeles have come to realize the value of Electric Advertising—because we have PROVED it to them. One bank admitted that its business had increased 50% since we placed a sign of Greenwood

Individuality

over its door. Of course, all the credit for this remarkable growth does not belong to us, but the bank itself says that the Greenwood Sign did more than its share to bring new business.

Banks are admittedly hard people to sell Electric Advertising. We are successful because Greenwood

Individuality

and the effective dignity of the Greenwood product appeal to the most conservative business men.

We can sell bank signs in your town as easily as we sell them in Los Angeles. Let us co-operate. Address either factory.

Greenwood Advertising Company
Los Angeles, Calif. Knoxville, Tenn.

Economy of Industrial Trucks

THE electric industrial truck is not a big current consumer, and therefore is not being pushed aggressively by central station power men; yet as a factor in showing the efficiency of electric service, it is one of the best things the electrical industry can promote.

In residence business we find the management keen to promote the sale of appliances which are very small current consumers. The electric washing machine and the electric sweeper are almost invisible items in the monthly current output figures, yet they are sold by aggressive campaigning simply to develop the popular appreciation of electric service. The industrial truck should be

Yet do not jump to the conclusion that the industrial truck is not a revenue producer. At average power rates, these trucks bring in about \$60 per year each. As a rule, they are installed in fleets of from two to fifty, so the total income is not too small to consider.

The economies of the industrial truck are very easy to demonstrate to the factory manager. One such truck can haul a load which would take from ten to fifty stevedores to move with hand trucks. It travels at the rate of six miles an hour where the stevedore travels about two miles. When it is regularly working it costs approximately a dollar a day, divided as follows:

Battery renewals, Edison.....	.28
Electric current at 40 per cent.....	.20
Repairs at \$10 per year.....	.04

The above figures based on 300 days per year.

In a paper recently delivered before the committee on new business co-operation of the Ohio Electric Light Association, the following statement of performance was given:

"These trucks have carried forty-six fair-sized boxes up a 35 per cent grade from boat to pier, while one man with hand truck is able to haul only two boxes. They have carried sixty 20-in. spools of wire; they have carried 4500 lb. of newspaper; carried long iron pipes about a warehouse; carted 118 dozen alarm clocks. They are being used for hauling automobile parts in such factories as the Overland, Pierce-Arrow, Packard, Ford, Cadillac, Hudson, Buick, Reo, Studebaker, and many others. At the Delco plant, in Dayton, one of these trucks carries 4000 lb. of steel rods up a 20 per cent grade at a speed which surprises all who see it in operation.

"In lumber yards these trucks have hauled 150,000 board feet of lumber 600 ft. in a day; as a tractor it has pulled from one to four trailers, with heavy loads, and made short corners and through alleys, crowded factory aisles and other things too numerous to mention.

"The Bullock Electric Works, of the Allis-Chalmers Company, at East Norwood, Ohio, replaced eight men with one of these trucks, effecting a saving, according to their figures, of over \$4000 per year. The Pierce-Arrow Motor Car Company are saving from \$20 to \$25 per day per truck; the Timken Detroit Company, axle manufacturers, \$8 per day; the Stechler Lithograph Company, from \$10 to \$12 per day."

The electric industrial truck has not been pushed by the central station industry simply because it is not a big revenue

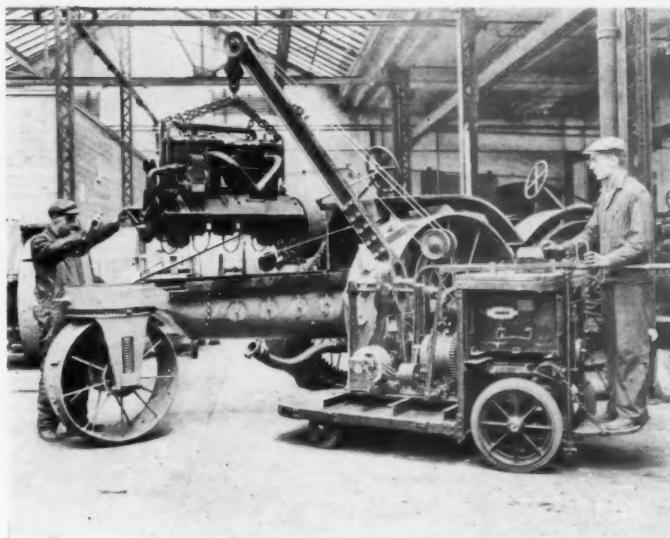


This Man With a Single Tractor and a Sufficient Number of Trailers Can Do the Work of From 25 to 50 Stevedores Equipped With Hand Trucks.

pushed for exactly the same reason.

One of the business magazines recently published an article showing that one industrial truck, of the type that pulls trains of lifting platform trailers, does as much work at a freight terminal as fifty-four stevedores equipped with old-fashioned hand trucks; and that two men with a crane truck do about as much work as ten laborers who depend upon common tackle and muscle. Is there any better way to insure the satisfaction of electric service than to persuade our industrial customers to adopt electric equipment which shows such economies? Are we to look only at the monthly current consumption and promote only that apparatus which brings direct revenue to ourselves? It seems that this selfish policy, which has disappeared from our residence business program, should immediately be banished from our industrial program also. It seems that we should no longer hesitate to advocate whatever electric equipment will increase the profit and satisfaction of our industrial customers, regardless of the immediate return in revenue.

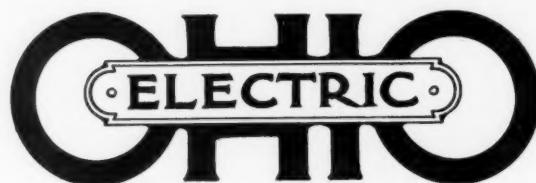
Depreciation at 10 per cent.....	.34
Interest at 6 per cent.....	.15
Tire renewals14



This Type of Electric Battery Crane Is Being Introduced Rapidly in Industrial Plants. It Adds to Flexibility and Efficiency of Factory Operation.

IT STAYS SOLD

The revolving brush that really revolves and the trouble-free switch arrangement keep the



(Licensed under the Kenny Patent)

Combined Suction Cleaner and Carpet Sweeper

Permanently Sold

Your customers won't come back with the old I-could-have-bought-a-better-machine argument, because a better machine isn't made at any price.

That's why towns which were considered "sweeper-saturated" have been made to yield big business when worked along Ohio Electric co-operative methods—each machine sells another.

These methods involve no extra effort on your part—it's all in the methods.

*Write for details and start
a profitable spring campaign*

THE WISE-HAROLD ELECTRIC CO.

(The Sweeper People)

Canton, Ohio



Weather Has No Terrors for the Electric Industrial Truck.

producer. This policy is short-sighted. It is a big *economy* producer to the manufacturer, and we cannot afford to neglect any electrical apparatus which will effect economies for our customers. In the industrial field as in the residential field, we are not selling kilowatt-hours but electric service. The electric industrial truck is a vital factor in such service.

Take Advantage of Gasoline Shortage

IF there ever can come a time when the electrical industry might expend effort in promoting the use of electric motor cars, that time is now. The gasoline shortage, which all car owners realize as serious, is gradually assuming the aspect of a famine.

According to estimates made a couple of years ago, the production of gasoline in this country was something like 950 gal. per car per annum. To-day it is approximately 600 gal. The latter figure takes no account of the gasoline required for motor boats, farm tractors and other gas-driven machines.

The situation is bound to become worse rather than better. The number of gasoline cars is increasing at a tremendous rate, but the increase in the production of fuel to run them is virtually at a standstill. Nor can we look to foreign countries for supply at the end of the war. The United States produces normally almost three-quarters of the world's supply.

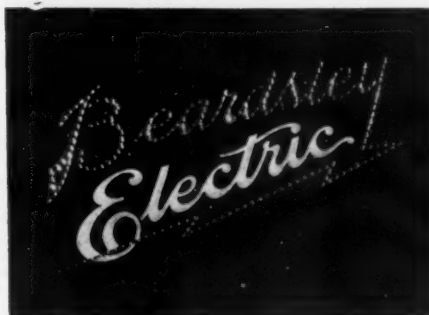
The doubling of the price of gasoline will make necessary a revision of the estimated costs of motor car operation. The old schedules under which the gasoline car salesmen were wont to prove the economy of their machines will have to be radically advanced.

And that means a big opportunity for the electric car. The man who operates commercial vehicles must consider the proposition from a commercial angle. Fifteen-cent gasoline used to permit the combustion engine to beat the battery machine, but thirty, forty, perhaps fifty-cent gasoline puts a different complexion on cartage costs.

The present condition, while undoubtedly abnormal, is one which the electrical industry should take advantage of. The costs of electric vehicle transportation are steadily decreasing, the efficiency increasing. There is nothing debatable about the future of the electric; the factors that enter into its operation are all stable. On the other hand, there may be 10 per cent difference between the cost of operating a gas car today and operating the same car next month. Such uncertainty is not taken lightly by business men, and those who get behind electric vehicles aggressively at this time, when all the arguments are on their side, will win handsomely.

Electricity Advertises Electrics

The Beardsley Electric Company believes in consistency. This concern, which manufactures the Beardsley electric vehicle at Culver City, Cal., a small town about midway between Los Angeles and Venice, has erected a fine sign over its factory. About 400 lamps are used. The name of the car, in characteristic lettering, is first spelled out in red;



then the lightning flash runs across the bottom of the sign; then the word "electrics" comes on. The sign, while not particularly original in conception, is very distinctive. It has attracted a great deal of attention, and has proved to be one of the best ads this company ever used. The sign was built by the Western factory of the Greenwood Advertising Company.

Vehicle Day at Chicago Convention

AN important feature of the Chicago convention of the National Electric Light Association will be the day devoted to the electric vehicle. This program will be under the direction of the Electric Vehicle Section, which was recently formed to take care of the motor car interests. Upon its formation the

Electric Vehicle Association of America disbanded as a separate organization, and its members joined the N. E. L. A. The showing which will be made by the new section at Chicago should go far to prove the wisdom of this affiliation.

The program for Vehicle Day is announced as follows:

"Central Station Assistance in Promoting Electric Vehicle Use," by W. P. Kennedy, consulting transportation engineer, New York.

"Exchange Battery Systems," by P. D. Wagoner, president, General Vehicle Company, Long Island City, N. Y.

"Passenger Vehicle Problems and Activities," by E. P. Chalfant, Anderson Electric Car Company, New York.

"Greater Garage Service," by Harry Salvat, proprietor Fashion Auto Garage, Chicago.

"The Relation of Tires to Electric Vehicle Efficiency," by S. V. Norton, B. F. Goodrich Company, Akron, Ohio.

"Electric Truck Troubles and How to Minimize Them," by F. E. Whitney, general manager, Commercial Truck Company of America, Philadelphia.

"Industrial Truck Applications," by C. W. Squires, Jr., sales manager, General Vehicle Company, Long Island City, N. Y.

New Orleans Puts Across Novel Lamp Campaign

The new rates for electricity which recently went into effect in New Orleans involve a considerable reduction in the cost of lighting, as current is now being sold on a quantity basis instead of a demand basis as heretofore. But, whereas the former rates tended to induce the customer to restrict the size of his lighting installation as far as possible, his monthly bill is not now affected by the number of lamps he has installed.

The commercial department of the New Orleans Railway & Light Company is, therefore, endeavoring to overcome the prejudice against the larger sizes of lamps engendered by the old rate, by offering special discounts on the larger sizes, hoping thereby to eliminate the 10- to 25-watt sizes for which heretofore the demand has been greatest.

This department is also making a strenuous drive to fill all empty sockets; and a special selling force of fifteen men has been organized to handle this campaign, working on a salary-plus-commission basis, and making a house-to-house canvass of the entire city. As an inducement, they are offering 40- and 60-watt Mazdas in five-lamp cartons at a reduced price, so that by buying a carton at a time, a saving of 25 cents per carton on the 40-watt size and 45 cents on the 60-watt size is effected.

The profit which the company derives from the sale of these lamps will more than pay for the selling cost, which means an increased load at no expense whatsoever.

Some Show Window Axioms

BY W. THURSTON OWENS*

Show windows are the outward and visible sign of a merchant's *desire* to do business.

The elementary principles of advertising, which apply to show-window decorating, may be summed up in three words:

Attract—Interest—Hold

Design and arrangement will attract attention.

Charm or timeliness will hold the interest.

A useful application demonstrated will create desire.

When you have something to sell by means of a window display, you have four problems. *First*, convince yourself what it will accomplish and how. *Second*, arrange it in your window so that its usefulness is demonstrated. *Third*, complete the scene by making the setting harmonious and pleasing. *Fourth*, add something that will attract attention.

You see we have worked our problem backwards and in this way made sure of the final result, *desire*. This is the one of real importance.

A good story is worth telling twice.

What story can we repeat with the best result?

1. The one that tells about the article your company is pushing at the time.
2. About a seasonable article.
3. About one that has some news value.
4. About an article that is offered at a reduced price.
5. About something that is to be increased in price.

The lighting of a window should be a model, both as to arrangement and as to the hours of burning. It should represent your ideas as to what others in your community should have.

Be careful not to waste light, for if you do your neighbors will immediately say that you can afford to because it costs you nothing.

Don't try to sell 57 varieties at one time.

Don't lose business by not indicating, by means of a price tag, whether your prospect can afford to buy the appliance.

Don't forget that the public is interested in what gas and electricity *will do for them*.

Don't hope to sell something by using a moving device that does not accomplish something useful.

Don't fail to change your windows every week.

Don't offer an old type of appliance as an example.

Don't fail to put signs in the window telling what the appliance *will do for the prospect*.

Make your show windows a human, visible sign of your inward desire to please through service.

*Abstract of a talk given before the employees of the Westchester Lighting Company, Mt Vernon, N. Y.

Seattle Co-operative Plan of Selling Ranges

MOST central stations have run up against one serious factor in selling electric ranges. There are over a dozen manufacturers marketing excellent ranges and all of them offer advertising and sales service far beyond ordinary merchandising methods. The trouble lies in the fact that it is hard, generally, to pick out one or two makes of ranges and stick to selling them alone, because the manufacturers have each advertised their particular make all over the country and consequently the central station—be it located in Maine or Florida—receives inquiries for six or seven different kinds.

The Puget Sound Traction, Light & Power Company has developed a very ingenious sales plan, which does away with this objection as well as with the necessity for investing a large sum in electric range stocks. Their new plan assumes that a stock of the leading manufacturers' ranges will be carried on hand by the different local jobbers, who will resell to the central station and otherwise act as the manufacturer's agent. The advertising and direction of sales, however, is left to the central station. The plan provides for the employment of four salesmen to represent each manufacturer's product. These men receive a commission of 10 per cent of the net price of each range they sell, and will be guaranteed a minimum of \$75 a month. The deficit, if any, between the amount of the commission and guaranteed minimum is split fifty-fifty between the central station and the manufacturer. The dealer, jobber and contractor will also receive the 10 per cent commission to insure all interests working together harmoniously.

This plan has much to recommend it to the manufacturer who is looking for an equal chance for his product, and to the central station who, though willing to advertise, furnish sales and demonstration facilities, is unwilling to invest heavily in a representative stock of electric ranges.

Cleveland Tries an Interesting Experiment

IF there has ever been any objection to the deferred payment plan of financing the cost of wiring old buildings, it has come from those central stations and contractors who have objected—and not unreasonably—to the investment required.

While the Cleveland Electric Illuminating Company does not itself finance the wiring of old buildings, it has evolved a practical, admirable plan of such financing which promises well. It has been their custom to allow the Cleveland contractors commissions for soliciting housewiring business—leaving the

financing to the contractors. But because this tied up a great deal of capital, the new plan was evolved.

Now, when a contractor signs up a wiring prospect, he receives his commission as usual; but the contract, in addition to the usual matter, contains a brief and simply worded assignment clause in which the contractor transfers all money due under the contract to a local bank, and in which the houseowner agrees to make payments at the bank in question.

When the work is completed the contractor calls at the bank and receives 50 per cent of the face value of the contract. He in turn gives the bank his 6 per cent interest bearing note for the full face value of the contract, and as monthly payments are received from the houseowner, the bank credits one-third of each payment to the contractor's checking account and applies the remaining two-thirds to reduce his note.

The plan possesses undeniable advantages for everybody concerned. The house owner pays for the work in ten monthly payments; the central station is relieved of all investment and responsibility and work, other than what little is purely routine and clerical; the contractor gets working capital to enable him to expand his business, permits him to take advantage of cash discounts, and relieves him of the contractor's bugbear—the necessity for keeping installment accounts. The advantage to the bank is obvious—it places the bank in touch with house owners who might never be reached in any other way, and affords an opportunity to invest funds in a very sound proposition.

While this plan is more or less of an experiment, it offers food for thought to central stations and contractors who have hesitated to offer deferred payment propositions because of the large amount of capital required.

"A-Carload-of-Signs-a-Month" Campaign in Elmira

It takes more than straight, unassisted selling effort to put across a campaign of any size nowadays. The Elmira Water, Light & Railroad Company has put a new kink in a sign campaign which other central stations can use to advantage.

The commercial department of the Elmira company is selling Century signs, assisted by a special salesman from the sign company, who is not only a salesman, but a sketch artist as well. So when the lighting salesman calls on, let us say, a cigar dealer, he does not offer him a catalog of stereotyped designs, but he takes along this artist-salesman who, after sizing up the situation, takes a bit of paper and sketches thereon a rough drawing of the finished sign. Very rarely does this man make use of any conventional or stereotyped sign idea, but he sketches something which will, in his

opinion, appeal to the individual owner he is trying to sell.

The percentage of sales from these calls is naturally high, and the campaign has been entirely successful. The slogan of the campaign is "A Carload of Signs a Month." As soon as enough orders are secured to make a carload, shipment is made from the sign company's factory and a large banner mounted on the car, reading—"This Car Loaded with Electric Signs for Elmira—More to Follow." Photographs of the car are then taken and the picture featured in the Elmira newspapers to spur on the campaign.

Outside of the great metropolitan centers, newspapers look at this sort of a thing as legitimate news matter and often valuable free advertising may be obtained by working out a distinctive advertising scheme of this sort.

Dayton Wires 127 Old Houses Monthly

BEFORE the committee on new business co-operation of the Ohio Electric Light Association, meeting at Springfield on March 15th, Thomas F. Kelly, of Dayton, gave some details of his experience with the Kitchen Cabinet proposition. The details and early results of this campaign have already been published in *Electrical Merchandise*.

The Dayton Electric Kitchen Service proposition was introduced on April 19th, 1915, through advertising in the newspapers and a two-color, four-page folder.

While the campaign was given special attention for a short time after its introduction, no long-drawn-out campaign has been in force and therefore the proposition has simply been a wedge to get electric service introduced into homes when other efforts failed.

The contracts closed covering Electric Kitchen Service business is a small portion of the business obtained through this proposition. Since the proposition was placed on the market, that is during the past ten months, 1276 old houses have been wired in Dayton for electric service but the records do not show how many owners became interested first in the Kitchen Service proposition.

From the books of the electrical contractor, who is co-operating on this proposition, it is found that approximately 25 per cent of the Kitchen Service customers have spent from 75 cents to \$26.47 with the contractor in addition to the \$10.98. People, who after signing the Kitchen Service contract, decided, at the solicitation of the electrical contractor, to wire their entire houses, are not considered Kitchen Service customers.

The average monthly revenue of about 20 per cent of the total customers has been, during the past nine months, \$1.08 per customer. Not a single Kitchen Service customer has been lost.

While it is true that one cannot hope for any great revenue from Kitchen

Service customers, yet the proposition is "good business" and an excellent entering wedge to obtain the ultimate business from unwired already built houses.

A Clever Appeal to Selfishness

The Pittsfield (Mass.) Electric Company is using a promise of a rate reduction to enlist the co-operation of present customers in securing additional house-wiring contracts.

Five years ago, this company had 2000 customers, and the rate was reduced from 17 cents to 14.4 cents per kwh. When the number of customers reached 2500, another reduction was made to 13.5 cents, and when the 3000 mark was reached it was reduced to 10.8 cents per kwh. They now have 3700 customers and have promised a further reduction when the number shall have reached 4000.

There are something over 3000 unwired houses in Pittsfield. Only 10 per cent are needed on the lines to give the entire city the benefit of a lower rate. What this rate shall be the company does not state. The mystery element adds to popular interest, especially as the company has already established its good faith by substantial reductions in the past.

H. W. Derry, commercial manager of the company, does not hesitate, in his advertisements, to call upon the public for co-operation. "You who are using electric service," he says, "help us get these 300 new customers by talking the advantages and quality of electric service in your home." And in another place, "Co-operate with us to obtain this business and reduce the lighting rate."

The Pittsfield proposition is a clever appeal to self-interest and one which should have good results. Practically every present user of the service will try to locate someone who can be induced to wire. It would not be surprising, too, if many more than the needed 300 are connected to service very soon.

Pricking Another Bubble

The municipal plant at Fremont, Neb., has long been cited as an example of successful government operation. Recently this bubble was pricked by Harold Almert, who reports that the plant ran behind \$42,131.05 in a single year, and that property which cost the taxpayers \$627,062.20 has a replacement value of only \$477,099.15. The *Fremont Herald* does not mince matters in commenting upon this showing:

"The 'bunk' which the board of public works of the city of Fremont has been handing out to the people in the past three annual reports has been proven a mess of lies."

Net Earnings Increased 9.7% In 1915—

while \$1,322,792 was reinvested in the properties by subsidiaries.

A wide margin of safety is afforded by the earnings of

Standard Gas & Electric Company

over interest requirements of its 6% Coupon Gold Note issue which is proving a popular security with conservative investors.

Denominations \$50, \$100, \$500 and \$1,000

Send for Descriptive Circular

H. M. BYLLESBY & CO.

Incorporated

208 So. LA SALLE St.

CHICAGO

GAS BLDG., TACOMA, WASH.

TRINITY BLDG., NEW YORK

WANTED: Two power salesmen, by rapidly growing Middle West Central Station; possibilities for right men unlimited. Must be engineers and have sales ability and be capable of compiling reports on the cost of operating isolated plants. Address Box 17, *Electrical Merchandise*.

The Value of Residential Business

RESIDENCE revenue depends a great deal on the way customers are started off. If you can introduce heating devices when the residence is first connected, it will produce good revenue from the start. It is easier to do this than to try and build up the load later.

Many central stations have an idea that the only residences worth going after are the large ones in the best section of the city, but this is a mistake. Many of the smaller residences produce good revenue, and they are worth going after. Last year, we connected up a number of small cottages, mostly five and six rooms. They were not very large; the cost of wiring them was only a trifle over \$30 each, and in most cases this included fixtures and lamps.

When we started after this business the wire men made sarcastic remarks about holding the shacks together with their wires—the line men evidently thought it was a waste of time and material to run services, and the meter men assured me that they would not need to run the meters because they would never use more than the minimum (50 cents per month). But I recently checked up over 100 of these cottages and I found that they were using an average of more than 16 kwh. each per month, and many were consuming more than 25 kwh. per month, some more than 30 kwh. per month. I attribute these results to the fact that an electric iron was included with every wiring contract, so that they got started off right.

In the case of residences which have been connected for some time, it is very necessary to build up the load, as the lighting is constantly becoming less important. It is surprising how many ways there are in which residence load may be increased, in addition to the ordinary heating devices—vacuum cleaners and other machines which are dependent on the use of small motors. There is the electric range and fireless cooker, which is making great headway, and the electric incubator for hatching chickens. A number of people in every community have small poultry farms in their back yards, and it has been proved that the use of electric light in the chicken house on dark mornings greatly stimulates the production of eggs. One case recently reported claims an increase of 40 per cent.

Another point which must be remembered in considering the cash value of the residential business, is the fact that every new consumer means a new customer of electrical merchandise, appliances, lamps, etc. If the company handles such merchandise and sells it at a profit, it means a further revenue from such sales. If the company does not handle electrical merchandise, it still means helping the local contractor or dealer in electrical supplies, and this means helping

the whole business from the manufacturer downward.

When a new residence customer is connected, it means the electrical education of the whole family.

It may be that it starts the head of the family thinking of ways to use electric service in his business; it nearly always leads to further electrical development in the neighborhood or amongst the friends of the family. Most important of all, the children are brought up to regard the service as a necessity and not as a luxury, so that when they have houses of their own, they will never be without electricity.

Also, if the central station has a large number of residence customers who are getting good service, it will promote good will towards the company, which is most important. The company needs friends.

I have been informed, on good authority, that the central station which has a large residential load, finds it considerably easier to get money from bankers and investors in public utility securities than the central station which can show only a power load.

The inference is that the residence load sticks no matter what happens, whereas the power load is uncertain, being dependent on business conditions. Also the residence load in a small city is much easier to handle than the commercial lighting load, the residence load coming on gradually and staying on until a later hour and then dropping off gradually, whereas the commercial lighting load serving the stores and offices comes on abruptly and drops off abruptly, and in the summer time it disappears as a load entirely. This means an undesirable peak and extra investment in plant equipment.

For these reasons, it will pay central stations, especially in the smaller cities, to devote more attention to developing the residential load. It costs very little for extra equipment. The more intensely the residence business is cultivated the more profitable it becomes. In fact, the whole value of the residence business depends to a great extent on its density, and I believe that we will live to see the day when every residence on the lines of the central station companies in the eastern states will have electric service.

Make Newspapers and Ad Clubs Help

ALTHOUGH written from the angle of the gas company, there is a valuable suggestion in the following by J. C. Aaron, printed in a recent issue of *New Business*:

There should be no hesitation on a commercial agent's part to secure, as far as lies in his power, support for his company from both newspapers and advertising clubs.

Make acquaintances and friends on the

newspapers, not only in the advertising department but also in the editorial and reporter departments. Do not expect them to take an interest at once in your work or ideas, but rather find out their ideas and hobbies.

Talk advertising to the advertising men, civic matters with the editors, stories or scoops with the reporters. Make a note of the hobbies of the different men. The editor may be interested in hunting or fishing; if so, when you come across a particularly good story concerning his hobby *take it* (don't send it) to him personally. When you find a good article on "Why residents should support home merchants," take it to your friend in the advertising department. Make the acquaintance of reporters, for you cannot tell how soon you may befriend them, or vice versa; for instance, you may see some happening, and by "tipping off" the reporter you will be sure to be remembered by him. Play no favorites in the game, but give your tip to a man on each paper, for you cannot afford to antagonize any of these news getters.

Don't expect the papers to print every reader that you may offer; when you have a good one ask them what they think of it as a story. If it is good and does not appear too much of an advertisement they will print it for you.

Get the reporter who covers general news to visit the plant, and he will see lots of things the public is interested in and will probably write a good descriptive story which will be absorbed by the readers.

If a woman has charge of the woman's page, take articles you find bearing on home subjects to her for consideration.

How many cities are there where the newspapers have not printed in double-faced type such articles as "WHOLE FAMILY OVERCOME BY GAS," and after reading nearly to the end you found that a coal stove was in use and the damper closed off entirely. Hundreds of readers see only the heads and sub-heads, and naturally in a case like this gas gets a setback in their minds.

A commercial agent can, by proper methods, convince the newspapers that it is harmful to the company he represents to have such headings in the paper, and they will be glad to prevent any misconception of news.

Any city large enough to have a newspaper is large enough to have an advertising club, and that is the first club for the commercial agent to become identified with. You not only secure the chance to further your own advertising experience, but you become acquainted with merchants and business men, and are identified with an organization boosting your city.

Join your local advertising club, work hard for its interests; for in so doing you are helping your city, and as the city is helped so is the company you represent.

OUR CO-OPERATING MANUFACTURERS

Trade Notes of Interest Concerning Leading Makers of Electrical Merchandise

The "Acorn" Electrics

Rathbone, Sard & Company of Albany, said to be the oldest manufacturers of stoves in America, are just entering the electric range field. Due to their experience and knowledge of the housewife's requirements, this company's electric line does not embody the experimental features usually found in a new product.

The essential features of the "Acorn" Electric are as follows:

It is fitted throughout with the new G. E. sheathed-wire heating unit, both in ovens and hot plates. All ovens have two heating units—one in the top for broiling; one in the bottom for roasting. They cannot both be "on" at the same time, being on a selective switch, giving one heat for broiler unit (1500 watts) and two heats for roasting unit (100 and 500 watts). A fireless cooker compartment may be supplied instead of hot plate for \$3 additional charge. All hot plates have three heats (100, 500, 250 watts each).

"Acorn" electrics have been designed to meet the requirements of the average kitchen in the average family. The architectural features of design resemble modern types of gas ranges.

The G. E. sheathed-wire heating unit permits repeated cleansing of all parts without danger of shock or short-circuiting, and the hot plates are almost as durable as pig iron.

Three types and seven models are available at this writing and others are in the making.

Rathbone, Sard & Company claim to be the oldest and largest stove manufacturing concern in the world, having used the trade name "Acorn" for over fifty years.



Acorn Range E 20.

High roasting oven, with high shelf, white enamel splashers. Separate broiler compartment under oven, independent switch. This is in addition to selective

broiler in oven. Strong foundation frame, legs joined to base by "dovetail" joint. It won't wobble. Four hot plates, one broiler unit and one roasting unit in oven, one separate broiler unit in compartment beneath. Total wattage demand, 7000 watts.



Acorn Range E 30.

High roasting oven, with shelf. Upper warming closet, with canopy over cooking top. Warming closet heated from roasting oven. White enamel splashers. Separate broiler compartment under roasting oven in addition to broiler in oven. Four hot plates, one broiler unit, and one roasting oven unit. Total wattage demand, 7000 watts.



Acorn Range E 5.

A very compact range, taking up little floor space. Cooking top can be reached from three sides. Cooking top higher than ordinary—a great convenience to women over 5 ft. 3 in. All switches in plain sight and reach along front. No reaching over hot top after switches while holding a steaming kettle or drooling baby with other hand. Plain "soap and water" finish back-guard or splasher, with shelf. Four hot plates, one broiler unit and one roasting unit. Total wattage demand, 5500 watts.

All ovens are lined 1½ in. thick with "duro-therm," a special arrangement of air-cell and fireproofing, giving great heat-retaining properties. Oven doors have the "safe" latch and are very carefully socketed. All doors are of the "drop" style, providing a shelf on which to draw hot dishes upon from the oven.

Estate Electric Stoves

The Estate Stove Company of Hamilton, Ohio, announced a line of electric ranges early this year. This firm has been in business since 1845, and has a high standing in the gas and coal stove field, which experience is being applied in the electric field.



Estate Range Style H.

Cabinet type range corresponds to a popular cabinet gas range of the same manufacture. A feature of this model is the swinging fireless cooker attached to the front legs in such manner that it can be swung under the range and out of the way. Total wattage demand, 8150 watts.

*Estate Range No. 83.*

A stove intended for small apartments, containing oven and three surface heating elements. Thermometer in oven door; three-heat surface elements; three-heat oven elements. Total wattage demand, 4900 watts.

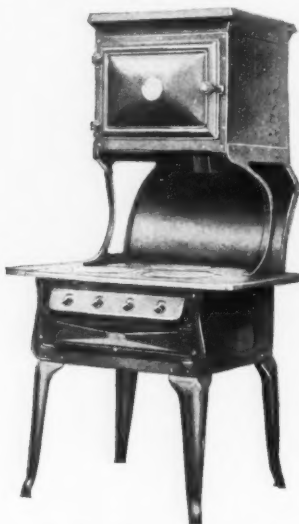
General Electric Ranges

The General Electric Company has had many years of experience in the electric range business, and its product has passed through all the stages of development which any product of this sort must weather. With its new sheathed wire heating unit, it is claimed for the G. E. line that it now represents the best in design that can be accomplished, and in practical service efficiency.

The fireless cooker principle is incorporated in the design of General Electric ranges, and efficient heat insulation is claimed for all models. In the larger types, outlets are provided so that flat irons or other utensils may be connected through the range to the heating circuit.

*G. E. Range Type S-3.*

A cabinet type range including three surface heating elements, one vegetable cooker, oven and radiant broiler. The oven is provided with door panel thermometer, and a warming oven is a popular feature. Total wattage demand, 7200 watts.

*G. E. Range Type S-2.*

A compact stove for small kitchens; the equipment consisting of three surface heating elements and oven, though a cooker can be substituted for one of the surface elements at slight additional expense. Total wattage demand, 5500 watts.

*G. E. Range Type S-1.*

A small G. E. model in which the oven is below the heating surface instead of above, as in No. S-2. Total wattage demand, 5500 watts.

Hotpoint's New Line

The Hotpoint Electric Heating Company of Ontario, Cal., offers four models of ranges which it is claimed will cover every practical need of the American housewife. This company is long and favorably known as the manufacturer of lamp socket heating appliances, and its experience and careful preparation in de-

signing its stoves are arguments in their favor.

Hotpoint stoves follow closely the standard gas range designs. The open coil type of heating element is used. It is claimed that the problem of durability has been solved in this element, the materials used being especially selected for the severe service to which range elements are subjected.

*Hotpoint Range Model D.*

A range of standard cabinet design with baking and warming oven. There are four surface elements and two oven elements, all individually fused. A blank space is left for water heater switch. Total wattage demand, 6700 watts.

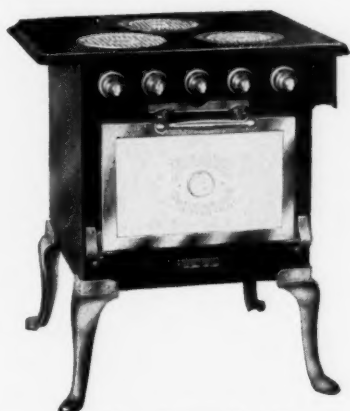
Hughes New Model Ranges

The Hughes Electric Heating Company of Chicago is just issuing a new catalog so that the models here shown are hardly yet known to the trade. The Hughes company takes especial pride in the fact that its product was awarded the gold medal at the San Francisco Exposition last year. There are twenty models of Hughes ranges, the following being among the most popular:

*Hughes Range No. C-4.*

Should prove highly popular with the average family because it is of the cabinet type. Three-burner cooking surface, two-burner oven, elevated outside warming shelf, outside lower shelf. Dimensions: floor space, 49½ x 25 in.; height of cooking surface, 34 in.; area cooking

surface $22\frac{3}{4} \times 24\frac{1}{2}$ in.; dimensions oven $18 \times 18 \times 12$ in.



Hughes Range No. 37.

A most compact range, designed to meet the needs of an ordinary sized family. The features are: three-burner cooking surface, two-burner oven, with warming shelf if desired. Floor space $26 \times 29\frac{1}{2}$ in.; height of cooking surface 34 in.; area cooking surface $28\frac{1}{4} \times 22\frac{1}{2}$ in.; dimensions oven $18 \times 18 \times 12$ in.



Hughes Range No. 50.

One of the most popular styles of Hughes electric range, ideal for homes that need not economize on floor space. Suitable for a medium or large sized family, also for clubs, church kitchens, etc. The features are: four-burner cooking surface; two-burner oven; warming compartment, outside warming shelf, lower outside shelf. Dimensions: floor space $51 \times 26\frac{1}{2}$ in.; height of cooking surface, $32\frac{1}{2}$ in.; area cooking surface $23\frac{1}{2} \times 27$ in.; oven dimensions $18 \times 18 \times 12$ in.; warming closet dimensions $21\frac{1}{4} \times 20 \times 9$ in.

The cut at the bottom of the next column shows a standard range for the average family; compact in floor space; designed for the housewife who prefers an elevated oven. The features are: three-burner cooking surface, two-burner oven, lower outside shelf. Floor space, $29\frac{1}{2} \times 29\frac{1}{2}$ in.; height of cooking surface $31\frac{1}{2}$ in.; area cooking surface, $22\frac{1}{4} \times 26\frac{1}{4}$ in.; dimensions of oven, $18 \times 12 \times 12$ in.

Globe Line Established

The Glove Stove & Range Company of Kokomo, Ind., has been well known throughout the central and southern



Globe Range No. B-1.

states for the past 36 years as manufacturers of cook stoves for hard and soft coal, wood and gas. In offering its line of electric ranges, this company points out that it has never marketed a failure and that its entry into the new field is predicated upon successful technical, manufacturing and merchandising experience.

It is claimed for the Globe range that its oven loses practically no heat from radiation, being surrounded by 3 in. of a heat insulating material said to be superior to either asbestos or mineral wool. Ovens are made of 16-gauge Armco iron, electrically welded at the seams.

Globe ovens are so insulated as to be effective "fireless cookers."



Hughes Range No. 33.

The "A" series Globe ranges are made of heavy Armco iron, stoutly reinforced,



Globe Range Series A.

and finished with two coats of vitreous white enamel on one side and ground coat on the other.

The "B" series stoves are of polished iron, with nickel trim, making a handsome appearance.

The Globe makes a point of the fact that this line has been approved by the



Globe Range No. B-2.

Good Housekeeping Institute, and that each range is inspected and approved by the Underwriters' Laboratories.

The Globe company manufactures a line of lower priced apparatus, built upon the sectional unit principle, but is not yet pushing this line extensively. The available units include ovens, which are well insulated to retain heat, efficient hot plates, and base units. These can be used in various combinations—placed side by side or stacked one upon the other, to suit the purchaser. As in all Globe products, the sectional units embody first class workmanship and material, and are inspected and approved by the Underwriters.

Globe electric irons, hot plates, gridles and separate oven are also listed.

Particular care has been exercised in the design of Globe stoves so that needed repairs may be easily accomplished.

Standard Electric Stoves

The Standard Electric Stove Company of Toledo manufactures electric stoves, ranges and compartment cookers exclusively. Its line has been developed with great care and with an eye singly to the peculiar requirements of electric service.



Standard Compartment Cooker.

This concentration of interest, they believe, has resulted in the development of a product particularly well adapted to the requirements of the central station.

A basic idea in the Standard stove is the employment of the compartment or so-called fireless cooker unit. In this

chamber the greater percentage of the regular cooking is done, and with the maximum economy.

The cabinet type of Standard stove includes two compartment cookers, two heating plates and the oven with top and bottom heating units. The oven has a glass front, is aluminum lined and well insulated to retain heat. An automatic clock is provided whereby the heating elements may be cut out at any predetermined time.

The Standard compartment cooker is a lamp socket device which is a necessary and practical adjunct to any kitchen. It is not sold as a complete electric cooking equipment, but serves simply as a "fireless cooker" in which boiling, stewing, steaming and similar operations may be performed most economically and with the least labor to the housewife.

Westinghouse Line Complete

Westinghouse Electric & Manufacturing Company of East Pittsburgh manufactures a complete line of ranges under the Copeman patents. In these ranges the heat storage principle is utilized to the best advantage, as is also the automatic control. A feature of the line is the ease with which access may be had to any portion of the stove, thus permitting frequent and thorough cleaning. This accessibility is strikingly shown in the illustration.

Universal Portable Range

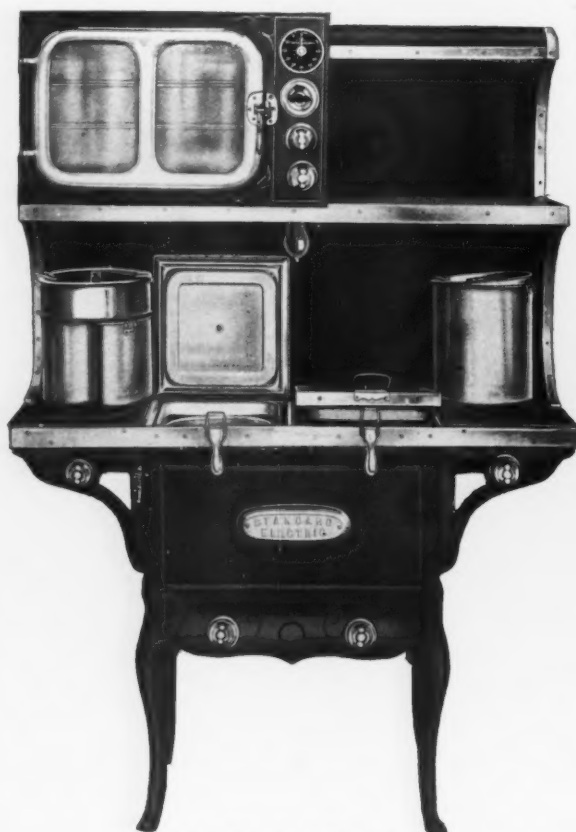
Landers, Frary & Clark of New Britain, Conn., have been very successful in the sale of high-class lamp socket appliances. The firm entered the electric appliance field with an enviable reputation as manufacturers of various household devices and cutlery, and this reputa-



Universal Portable Stove.

tion has been added to by their Universal line of electric wares.

The portable stove here illustrated will do every kind of baking and roasting necessary for small requirements. It has four heats, and the oven walls are insulated so that it retains heat long after the current has been switched off. For summer cottagers, bachelor girls, small kitchenette apartments, and for all light housekeeping, this stove will be found entirely satisfactory.



Popular Standard Electric Stove.



Westinghouse Range, Showing Construction.

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Frantz Premier Company
Ivanhoe Road
Cleveland, Ohio

Pass the Grief To Frantz

¶ The "servicing" of devices—keeping them in running order, making adjustments and repairs, insuring satisfactory, **continuous** operation—is what causes all the grief in the electrical appliance business. ¶ Pass this grief to Frantz! ¶ The **Frantz Way** of electrical appliance merchandising does not stop when we get the money. The Frantz policy is **perpetual**—no fly-by-night methods for us. ¶ And this is the reason— ¶ Last year we sold a housewife a Frantz Cleaner—this year we are trying to sell her a Frantz Washing Machine—next year it may be we will have for her a Frantz Dish Washer. In the meantime we are selling to her friends, neighbors, relatives. ¶ Ours is a **permanent** business. Permanence depends upon **continuous** satisfaction, **unfailing** service. In 1921 we must and **will** stand ready to supply a screw, a castor, a dust bag clip, to fit any Frantz Cleaner sold way back in 1911. ¶ You cannot **afford** to encourage the sale of appliances in your territory unless you **know** that the manufacturers are able to **make good** their guarantees—unless you are **sure** that these manufacturers will have the same incentive that **you** have to keep their appliances in **continuous**, satisfactory service. ¶ Our responsibility is beyond question. Deal with the **responsible** manufacturer. Pass the grief to Frantz—he is **able** to, and **desirous** of, shouldering it. ¶ Put your appliance business on a **permanent** basis, so that five years from now you won't have to say to a customer: "I'm sorry, but we can't get repair parts on that machine; the manufacturer is out of business."



**Approved by
Good Housekeeping**

Good Housekeeping Magazine, the "trade paper" of the home, has tested and approved Globe Electric Ranges.

The article in the March issue tells the Globe story to hundreds of thousands of women — and among them are your possible customers.

GLOBE ELECTRICS

Good Housekeeping says: "The special point of advantage in this range is its rapidly heated, well insulated oven. The broiler is a rapid heater and produces excellent results. Any cooking utensil can be used in the range. Strongly built and is intended to give a lifetime of service."

You can sell such a range.

Write for big Globe catalog, for our selling plan, for our sales helps.

Be ready to take advantage of the increasing popularity of electric cooking. It is here to stay, to grow, to become almost universal. Will you cash in on it? You will if you write today.



The Globe Stove & Range Co.
Kokomo, Indiana

